

MANUFACTURERS RECORD

Featuring *North Carolina*



Buy and Specify These Papers by Name

COATED BOOK

Satin Proof Enamel
Hingefold Enamel
Refold Enamel
Wedgwood Coated Offset
Hamilton Enamel
Falcon Enamel
Format Enamel
All Purpose Litho

CAST COATED PAPER

Kromekote Label
Kromekote Litho
Kromekote Cover
Kromekote Post Card
Kromekote Box Wrap
Kromekote Colorcast

DULL COATED BOOK

Dullefold Coated

COATED COVER

Hingefold Coated Cover
Refold Coated Cover

BRISTOLS

Inventory Index
Canton Post Card Bristol

UNCOATED BOOK

Garamond English Finish
Garamond Text (W.M.)
Golden Text Bible
Wedgwood Offset
(Reg. and Special Finishes)

BOND, MIMEOGRAPH

Ariel Bond
Scriptic Mimeograph

ENVELOPE PAPER

Radiant White Envelope
Foldur Kraft Envelope
Canton Kraft Envelope
No'er Tear Envelope

TAG

Tuf-Tear Tag

COATED POST CARD

Campaign Post Card

UNCOATED COVER

Cordwain Cover
Ariel Cover

PAPETERIE

Wedgwood Papeterie
Garamond Papeterie
(Embossed and Printed)

PRESSBOARD

Champion Pressboard
Imitation Pressboard

SPECIALS

Cigarette Cup Stock
Food Container Stock
Coffee Bag
Tablet Papers
Drawing Papers
Red Patch Stock
Stencil Board
Pattern Board
End Leaf Paper

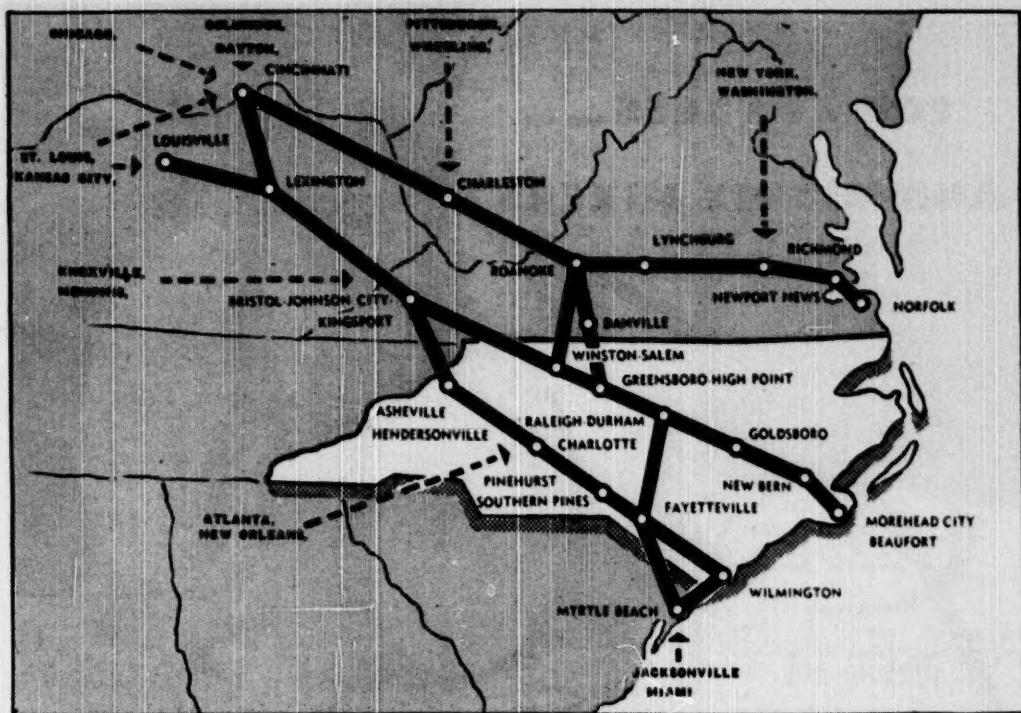
WHATEVER YOUR PAPER PROBLEM
IT'S A CHALLENGE TO CHAMPION



THE CHAMPION PAPER AND FIBRE COMPANY

GENERAL OFFICES, HAMILTON, OHIO

Mills at Hamilton, Canton, North Carolina and Houston, Texas—District Sales Offices in New York
Chicago • Philadelphia • Detroit • St. Louis • Cincinnati • Atlanta • Dallas • San Francisco



PIEDMONT AIRLINES is ... NORTH CAROLINA'S BUSINESS

Owned, operated, and financed by North Carolina people, Piedmont Airlines does more than provide good airline service.

Directly and indirectly it touches some part of the life and prosperity of nearly every community in the Old North State.

Industry is brought closer to North Carolina by Piedmont's service. Trade and commerce at the retail and wholesale levels are speeded up by Piedmont's 116 flights in and out of North Carolina cities every day. Piedmont service brings increased prosperity to the 16 cities to which it offers direct service in North Carolina. And about 1500 North Carolina stockholders benefit directly from improvement in the corporate strength of Piedmont Airlines.

Piedmont wants to keep right on moving ahead . . . and, with your support, to continue to provide improved airline service over the Route of the Pacemakers.



PIEDMONT
Airlines

ROUTE OF THE DC-3 PACEMAKERS

FOR TV TUBES... AND MIGHTY MIXERS



Remember: ENDURO is not just one, but a family of metals, each with certain qualities that make it best suitable for a specific use.



Distributor stocks and component fabricators are located in principal cities. Your local Republic representative is prepared to answer your questions.

● A turn of a button and your favorite entertainer or sport flashes into your home through the magic of television. Just another 20th-century marvel in which Republic ENDURO Stainless Steel is an important part.

Thousands of big TV tubes now are being made better by combining this versatile metal with glass.

Possibly less glamorous but highly important to daily life are the giant mixers, tanks and other equipment used throughout the processing industries. Here, ease of cleaning, freedom from maintenance and long life readily identify the material as ENDURO.

Go where you will, you'll find this "Thrifty Metal of 10,000 Uses" defying rust, corrosion and heat—resisting wear and abuse—providing sanitation that protects quality—cutting processing costs—adding sales appeal to products while adding profits to balance sheets.

You'll find it in sparkling jewelry, in jet-propelled aircraft, in lustrous store fronts, in sanitary food plants—to mention a very few.

Are you using ENDURO? There must be some place where it can help you improve sales or operating figures—as it has done for others. Republic engineers and metallurgists are ready to tell you how and where. Why not find out now?

Enduro **STAINLESS STEEL**

**RUST-RESISTANT • CORROSION-RESISTANT • HEAT-RESISTANT • ATTRACTIVE • SANITARY • EASY TO CLEAN
EASY TO FABRICATE • STRONG • LONG-LASTING • LOW IN END COST • What more can be desired in a material?**

REPUBLIC STEEL CORPORATION • Alloy Steel Division, Massillon, Ohio • GENERAL OFFICES, CLEVELAND 1, OHIO
Export Department: Chrysler Building, New York 17, N. Y.

MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest



Volume 119 September 1950 Number 9

EDITORIALS

Little Grains of Sand	41
Where Is Captain Truman?	49

FEATURE ARTICLES

Are Controls Necessary?	50
By Caldwell R. Walker	
Preparedness Program May Spur Decentralization	51
By Sidney Fish	
TCL's Sales Training Program Outstanding in South	52
South's Construction Totals for August	54
By S. A. Lauver	
The North Carolina Story	61
Resources Map	62
Markets	67
Manufacturing	72
Agriculture	80
Forest Products	84
Minerals	86
Power	88
Transportation	90
State Finance	93
Cultural Advantages	94
Recreation	96

DEPARTMENTS

Letters	6
Southern Business Outlook	9
New and Expanding Plants	17
Washington Report	34
By L. D. Farrar	
Finance—Stock Prices Recover From Korean Shock	39
By R. S. Byfield	
Industrial Expansion	56
Southerners At Work	59
New Products	104
Who's Where	113
Financial Notes	114
Business Notes	116
Coming Events	142
Index for Buyers	145
Index of Advertisers	146

MANUFACTURERS RECORD PUBLISHING CO.

Publishers of Manufacturers Record, Construction, Daily Construction Bulletin and Blue Book of Southern Progress.

Frank Gould President
R. Lisle Gould Exec. V. Pres. & Treas.
Wm. M. Beury Vice President
C. J. O'Donnell Sec. & Asst. Treas.

Main Office: 109 Market Place, Baltimore 1, Md.
Phone: LExington 7065

"The Manufacturers Record," published monthly by Manufacturers Record Publishing Co., 109 Market Place, Baltimore 1, Md. Entered as second class matter Baltimore, Md., under the act of March 3, 1879. Volume 119, No. 9. Single copies 35c. Copyright September 1950 by Manufacturers Record Publishing Co., all rights reserved.

SEPTEMBER NINETEEN FIFTY

Six standard coal barges nearing completion in the Barge Construction Building at Ambridge, Pennsylvania.

The modern
all-weather facilities
of American Bridge
Company include
complete indoor
construction for
barges and other
floating equipment.

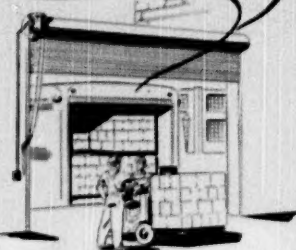


AMERICAN BRIDGE COMPANY

General Offices: Frick Building, Pittsburgh, Pa.
Contracting Offices in New York, Philadelphia,
Chicago, San Francisco and other principal cities
United States Steel Export Company, New York

UNITED STATES STEEL

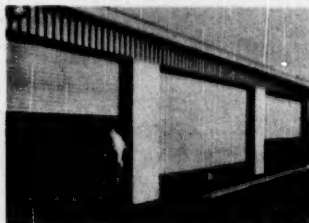
PILE IT HIGH -- RIGHT
BY THE DOORWAY. THAT
KINNEAR ROLLING DOOR
DOESN'T NEED ANY FLOOR,
WALL OR CEILING SPACE!



**MORE
USABLE
SPACE**

is only one of the advantages of
KINNEAR ROLLING DOORS

You can make full use of all floor and wall space around doorways at all times—with Kinneare Rolling Doors. They open straight upward, coiling into a small space above the lintel. Until closed again, they stay completely out of the way of all plant activity, safe from wind or other damage. And they provide an extra measure of all-metal protection against fire, theft, intrusion, storms, or damage of any type. Available any size, with motor or manual control. Easy to install in old or new buildings. Write today for complete details.



The KINNEAR Manufacturing Co.
Factories: 1600-70 Field Ave., Columbus 14, Ohio
1741 Yosemite Ave., San Francisco 24, California
Offices and Agents in Principal Cities

Saving Ways in Doorways

KINNEAR
ROLLING DOORS



COVER ILLUSTRATION — Tobacco, both in its natural and manufactured condition, is big business in North Carolina and we think that the great majority of people think of the industry when they think of the state, and so we selected an auction scene for our cover. In the photograph you see the auctioneer going down a row on the warehouse floor selling the golden leaf on the bright leaf market in Winston-Salem, N. C., one of the world's largest tobacco centers—Photo courtesy Winston-Salem Chamber of Commerce.

Editor

Wm. M. Boury

Managing Editor

Richard R. Harwood, Jr.

Editor, Blue Book

Caldwell R. Walker

News Editor

Samuel A. Lauver

Financial Editor

Robert S. Byfield

Industrial Analyst

Sidney Fish

Washington Correspondent

Larston D. Farrar

Circulation Manager

J. E. Eierman

Correspondents

R. W. Kincy

909 McMillan St., Birmingham, Ala.

J. A. Daly

1722 S. Tryon St., Charlotte 3, N. C.

Dan Summers

419 East Martin, San Antonio, Tex.

L. H. Houck

12 Linden Drive, Jefferson City, Mo.

Advertising Offices

109 Market Place, Baltimore 3, Maryland
Telephone, Lexington 7065

F. O. Schroeder

Southern Business Manager
Baltimore Office

Wm. Marriott, III

Baltimore Office

R. S. Kendrick

1430 Clairmont Rd., Decatur, Ga.
Telephone, Crescent 4677

Subscription Rates

One Year \$3.00; Two Years \$5.00
Single Copy 35c; Back Numbers
Over Three Months Old 50c

LETTERS

Sir:

Some days ago you sent me a copy of the 1950 edition of the *Blue Book of Southern Progress*. On page 23 you give certain relative percentages of the growth of Southern manufacturing as compared with that of the nation as a whole. In the seventh paragraph you give the increase for Southern manufacturing during the ten-year period under consideration as 248 per cent. I have been trying to find the corresponding figure for the nation as a whole. Can you supply it?

R. P. Brooks

University of Georgia

Athens, Ga.

Yes, 232%.

Sir:

We thank you for having sent us a sample copy of the July 1950 issue of the *MANUFACTURERS RECORD*, and we take pleasure in enclosing you our check for \$3.00, for which please enter our subscription to the *MANUFACTURERS RECORD* for one year.

You publish a splendid periodical and you have been a big factor in the industrial development of the South.

H. S. Spencer, Pres.

A. B. Spencer Lumber Co.

San Antonio, Tex.

Sir:

I always read the *RECORD* with a great deal of interest. Your message on what the South must do particularly appealed to me. The more people begin to think in the direction you indicate, the more rapid and substantial the progress of the region.

Frank K. Shaw

Industrial Engineer

Atlanta Chamber of Commerce

Atlanta, Ga.

Sir:

Your editorial, "What the South Must Do," on the front cover of the July issue of *MANUFACTURERS RECORD* should certainly stimulate serious thinking on the part of Southern industrial leaders. Let us hope that it will evoke a great deal of constructive planning which will culminate in aggressive selling of what is made in the South.

Michael F. Wiedl

Atlantic Steel Co.

Atlanta, Ga.

Sir:

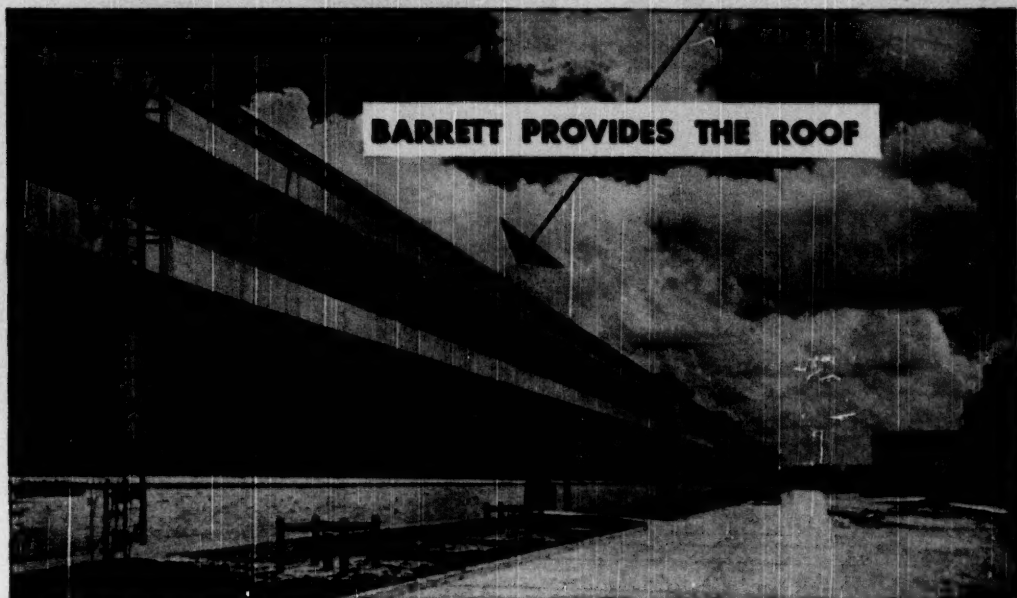
I have read with interest and appreciation your front cover editorial "The Challenge" in the August issue of the *RECORD*.

If we have sufficient space in the August issue of our house organ, *The Roanoke Record*, I would like very much to run

(Continued on page 102)

FORD'S HAPEVILLE PLANT

IS PLANNED FOR UTMOST EFFICIENCY



Arch.: Albert Kahn Associated Architects & Engineers, Inc., Detroit, Mich. Gen. Cont.: Thompson & Street Co., Charlotte, N. C. Roof. Cont.: G. G. Ray Co., Charlotte, N. C.

THIS GREAT new Ford automobile plant in the outskirts of Atlanta, Georgia, represents just about the last word in modern industrial design. Its Barrett* roof of coal-tar pitch and felt is perfectly in keeping—as completely functional and modern today, as when first developed many years ago. Barrett Specification* roofs carry Fire Underwriters' Class "A" rating. They are the longest-lasting, best-value that can be built—usually outlasting their 20-year bond by many years.

SEE BARRETT'S CATALOG IN "SWEET'S"



THE BARRETT DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 Rector Street, New York 6, N. Y.

34th St. & Gray's Ferry Ave., Philadelphia 44, Pa.
300 W. Wacker Drive, Chicago 4, Ill.
1237 Erie Street, Birmingham 6, Alabama

In Canada: The Barrett Company, Ltd., 2851 St. Hubert St., Montreal, P. Q.

1 Barrett Specification* roofs are applied by Barrett Approved Roofers according to rigid Barrett specifications developed through years of successful roofing experience.

2 They are built up of alternate layers of finest grade coal-tar pitch and felt. Pitch, the *life-blood* of the roof, is impervious to water and unexcelled as a waterproofing agent.

3 Top quality felt of Barrett's own manufacture holds the pitch in place and permits the use of greater quantities of this waterproofing than would otherwise be possible.

4 Final steps are a triple-thick coating of pitch—*poured*, not mopped—plus an armored surface of gravel or slag. Result is a roof that takes Fire Underwriters' Class "A" rating.



*Trade-mark Reg. U. S. Pat. Off.

Because of this...

more of these



**U-S-S STEEL PRODUCTS
MADE OR DISTRIBUTED
BY T.C.I. INCLUDE:**

- Rolled, forged and drawn steel products.
- Structural shapes, plates, bars, small shapes, agricultural shapes, tool steel, strip, floor plate, cotton ties.
- Steel sheet piling and H-bearing piles, bridge flooring.
- Concrete reinforcing bars, reinforcing mesh.
- Black, galvanized and special finish sheets.
- Wire and wire products, including woven wire fencing, barbed wire, baling twine, nails.
- Electrical wires and cables, wire rope strand.
- Rails, track accessories, wheels, axles, forgings.
- U-S-S High Strength Steels and U-S-S Abrasion-Resisting Steels.
- U-S-S Stainless Steel.
- Ground Open Hearth Basic Slag.

for southern farms and homes

T.C.I.'s new 54-inch cold reduction mill is one of the most modern in the world, the first such mill to be erected south of the Ohio River. Dubbed "Big John" by its handlers, it weighs 3,000 tons, has 35,000 horsepower, can exert a total pressure on all rolls of 10 million pounds, yet it is so sensitive that an egg passed between two rolls can be cracked without being broken. "Big John" is already turning out a flood of cold reduced sheet steel for the manufacturers of stoves, refrigerators, washing machines, cabinets and other steel products which are in high demand by Southerners.

Southern businessmen, farmers and consumers will all benefit by the opening of this huge new mill. Availability of, and proximity to, an ample supply of cold reduced steel sheets will encourage the establishment of new manufacturing plants, create new jobs and raise the purchasing power of southern workers, making them better customers of both agricultural and manufactured products produced in the South.

T.C.I. is glad to have a part in this progress toward a more productive and prosperous southern economy.



TENNESSEE COAL, IRON AND RAILROAD COMPANY

GENERAL OFFICES: BIRMINGHAM, ALABAMA

DISTRICT OFFICES: BIRMINGHAM • CHARLOTTE • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

UNITED STATES STEEL EXPORT COMPANY, NEW YORK

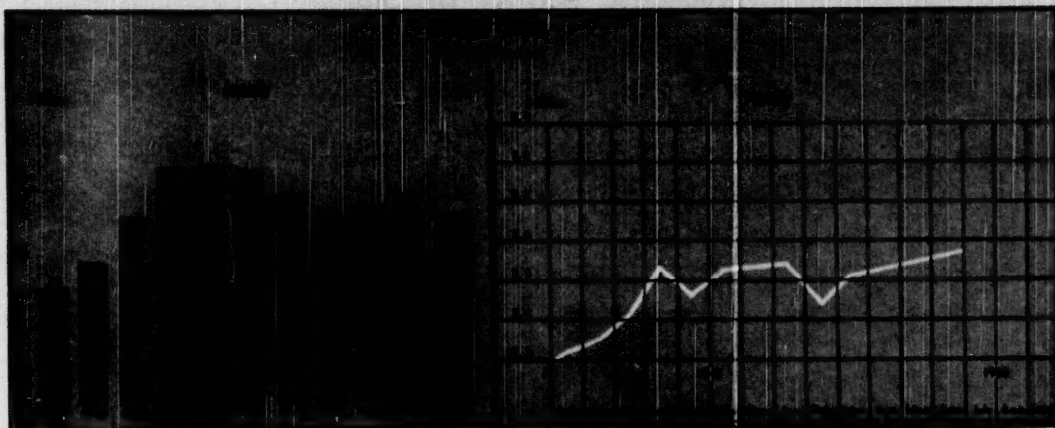
UNITED STATES STEEL

MANUFACTURERS RECORD FOR

SOUTHERN BUSINESS OUTLOOK

16 Southern States

Farms—Mines—Construction—Factories



Following the Trend

For the third consecutive month, the chart of activity in the 16 Southern states shows an upward trend.

For the third consecutive month, sharp gain has been registered in the construction industry, steady gain in manufacturing, and relative stability in the raw materials sector embracing farms and mines.

Due to rising prices, dollar values have moved up somewhat more rapidly than physical volume.

And, in addition to the heavy industry sector represented in the chart, other segments of the economy have scored even wider gains.

Bank debits, representing checks drawn against deposit accounts are steadily rising each month, and now are some 15 per cent higher than a year ago. This one factor is probably the best available indicator of general business activity.

In the field of trade, retail sales are up about 8 per cent in dollar value over a year ago; up slightly less in physical volume of goods turned over; and relatively stable on a month to month basis.

Monthly Statistics

	June 1950	May 1950	June 1949
PRODUCTION, FINANCE, TRADE			
Manufacturers (\$ mil.)	\$3,301	\$3,298	\$3,182
Construction Put in Place	500	503	540
Farm Marketings	482	490	541
Mineral Output	490	497	412
Iron-Steel (000 tons)	2,874	2,800	1,952
Cotton Consumed (000 bales)	777	729	611
Electric Output (mil. kw.-hrs.)	9,585	9,510	8,479
Bank Debits (\$ mil.)	21,694	20,582	18,750
Retail Sales (\$ mil.)	2,921	2,187	2,400
Carloadings	1,236	1,106	1,073

Steel and iron data from reports of American Iron & Steel Institute; Carloadings, Association of American Railroads; Other data from U. S. federal agency statistics.

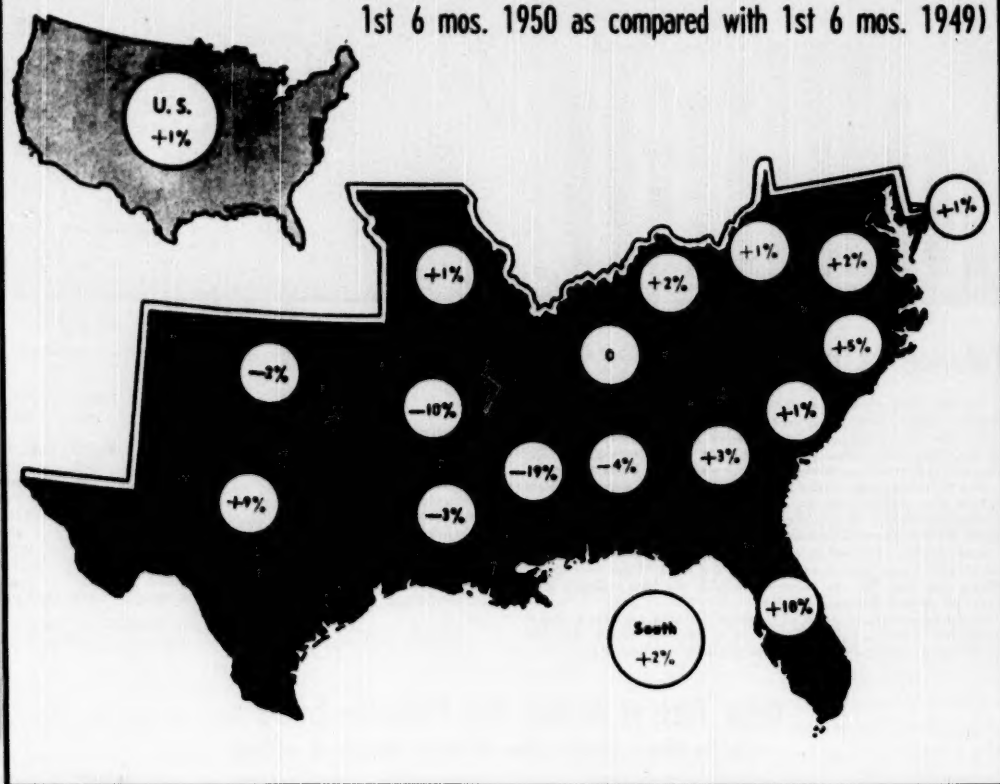
Dollar Value of Receipts from Productive Enterprise (16 Southern States—Blue Book Concept) (\$ million)

State	Farming*		Mining		Construction		Manufacturing		Total Production		%
	1st 6 mos. 1950	1st 6 mos. 1949	1st 6 mos. 1950	1st 6 mos. 1949	1st 6 mos. 1950	1st 6 mos. 1949	1st 6 mos. 1950	1st 6 mos. 1949	1950	1949	
Ala.	\$124.2	\$149.5	\$55.2	\$66.9	\$100.1	\$95.5	\$1,096.0	\$1,066.7	\$1,315.5	\$1,208.6	- 4
Ark.	133.8	222.2	40.2	43.1	70.8	54.2	356.2	306.1	621.0	687.8	-10
D. C.			3	3	95.5	84.1	116.5	111.5	212.6	195.9	+ 9
Fla.	203.5	250.0	31.7	25.3	239.6	181.1	540.4	545.9	1,105.2	1,002.3	+10
Ga.	156.6	181.4	14.2	14.1	174.6	137.6	1,537.1	1,294.8	1,682.5	1,837.9	+ 3
Ky.	301.1	297.3	268.3	197.5	95.9	95.4	924.1	808.3	1,524.4	1,468.5	+ 2
La.	108.7	126.5	300.4	299.8	231.2	191.6	1,832.1	1,116.5	1,675.4	1,724.4	- 3
Md.	122.7	128.8	7.5	10.6	241.1	198.5	1,388.2	1,417.0	1,759.5	1,740.9	+ 1
Miss.	107.0	250.4	53.3	48.5	57.8	57.2	341.0	331.4	559.1	688.5	-19
Mo.	447.2	472.3	43.7	39.0	198.1	164.0	2,154.5	2,145.2	2,848.5	2,820.5	+ 1
N. C.	146.1	194.8	9.0	9.0	184.2	158.2	2,015.7	2,491.2	2,577.7	2,577.7	+ 5
Okla.	239.5	265.0	243.9	284.2	115.8	98.3	677.6	671.3	1,296.8	1,318.8	- 2
S. C.	68.5	97.4	5.3	4.2	108.8	80.1	970.4	955.8	1,153.0	1,146.5	+ 1
Tenn.	218.7	235.7	37.0	26.2	173.5	208.6	1,300.4	1,470.7	1,933.6	1,941.2	+ 1
Tex.	799.2	747.6	1,349.5	1,121.2	779.6	611.3	2,901.0	2,947.0	5,916.3	5,427.1	+ 9
Va.	201.5	214.9	61.6	51.6	180.8	158.2	1,309.7	1,490.5	1,942.6	1,918.2	+ 2
W. Va.	65.9	60.3	382.2	376.0	80.5	68.1	761.5	754.5	1,290.1	1,205.9	+ 1
South	3,564.2	3,905.1	2,561.3	2,806.5	3,117.9	2,666.0	19,787.9	19,501.9	29,331.3	28,740.5	+ 2
All Other States	8,478.9	9,311.0	2,305.9	2,541.2	6,248.9	5,392.9	76,412.4	75,562.0	98,506.1	98,107.1	+ 1
United States	12,043.1	13,214.1	5,327.2	5,148.7	9,366.8	8,058.9	94,200.3	95,453.9	122,837.4	121,856.6	+ 1

* Includes home consumption.

Productive Activity By States

(Dollar value of output of Southern farms, mines, construction and factories in
1st 6 mos. 1950 as compared with 1st 6 mos. 1949)



UPWARD TREND CONTINUES

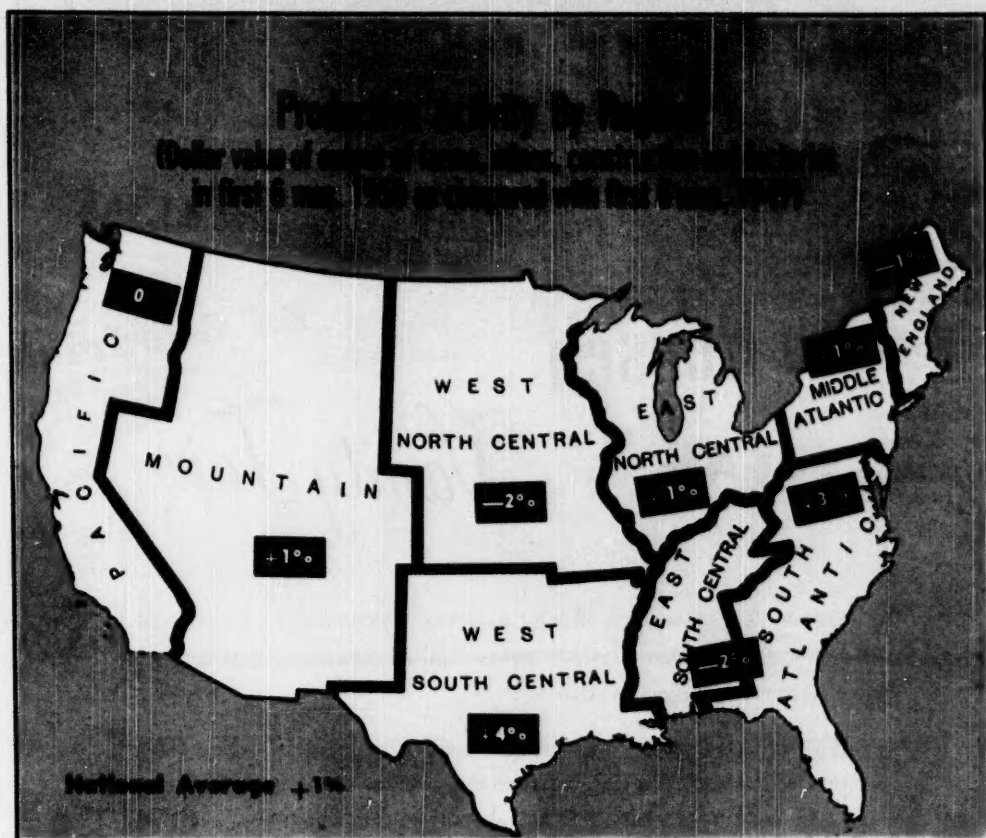
With the end of the month of June, 11 of the 16 Southern states found themselves definitely lodged in the plus column, so far as comparison of 1950 with 1949 is concerned. One state, Tennessee, was on even terms for the two years.

In the four lagging states—Mississippi, Arkansas, Alabama and Oklahoma, depressed farm income and hang-over from the coal mine stoppage continued to present a handicap not yet overcome up to the date of the map shown above. Next month's map is expected to greatly improve the picture for at least two of these four states, as well as to show generally improved conditions throughout the South.

Tennessee, the one state perched on the brink between plus and minus, will definitely fall into the plus column next month. The seeming lag of this state is due largely to an exceptionally high rate of construction activity in 1949, rather than any outstanding deficiency in 1950. Tennessee appears to be the only state in the Nation in which construction for the first six months of 1949 outstripped that of 1950.

In nearly all states of the South as well as the Nation increased construction activity accounts for a goodly portion of the general improvement that is apparent in total business volume.

NATIONAL ROUND-UP



Dollar Value of Receipts from Productive Enterprise
By Regions—Bureau of Census Concept (\$ million)

Region	Farming*		Mining		Construction		Manufacturing		Total Production		% ±
	1st 6 mos. 1950	1st 6 mos. 1949	1st 6 mos. 1950	1st 6 mos. 1949	1st 6 mos. 1950	1st 6 mos. 1949	1st 6 mos. 1950	1st 6 mos. 1949	1st 6 mos. 1950	1st 6 mos. 1949	
New England ..	\$371.9	\$412.1	\$21.0	\$20.6	\$516.0	\$464.3	\$7,120.8	\$7,207.8	\$8,029.5	\$8,104.8	-1
Middle Atlantic	933.9	1,055.5	527.7	688.4	1,904.6	1,803.3	23,057.9	24,873.2	28,506.1	28,310.4	+1
East N. Central	2,581.7	2,632.7	470.0	498.5	1,711.4	1,480.7	29,481.5	29,142.9	34,244.6	33,754.8	+1
West N. Central	3,202.4	3,637.3	401.0	358.6	696.7	591.7	7,049.9	6,983.8	11,350.0	11,583.4	-2
South Atlantic	1,109.5	1,186.4	512.3	491.7	1,333.1	1,092.6	8,961.7	8,784.6	11,916.6	11,555.3	+3
East S. Central	751.0	932.9	343.8	320.1	427.3	456.7	3,810.5	3,757.1	5,332.6	5,466.8	-2
West S. Central	1,301.2	1,361.3	1,937.0	1,738.3	1,188.4	957.4	5,054.9	5,100.9	9,503.5	9,137.9	+4
Mountain	684.5	786.5	514.8	525.3	439.1	317.7	1,504.0	1,471.0	3,144.4	3,100.5	+1
Pacific	1,067.0	1,200.4	479.6	508.2	1,068.2	984.5	8,153.3	8,120.6	10,866.1	10,822.7	+1
United States ..	12,043.1	13,214.1	5,227.2	5,149.7	9,366.8	8,032.9	98,290.3	95,453.9	122,637.4	121,856.6	+1

* Includes home consumption.

NAMES LIKE THESE

"MAKE IT *South*"

Westinghouse



ALLIS-CHALMERS

Van Heusen

B.F. Goodrich

GOODYEAR

Vanity Fair

GOODYEAR, B. F. GOODRICH, ALLIS-CHALMERS, WESTINGHOUSE, VANITY FAIR, VAN HEUSEN—names that everybody knows—are among those of front rank who have established operations in Alabama.

Other firms with names of equal significance in their special fields likewise have selected Alabama as a place in which they do some or all of their manufacturing operations. They "Make it South" and sell it South, North, East and West.

Many industries, planning to change or expand their operations have found Alabama an ideal location. Some have asked our assistance in helping them develop facts on which to base their decision.

This service is available to you without charge or obligation. All correspondence will be confidential.

Industrial Development Division

Alabama Power Company

Birmingham 2, Alabama

Helping Develop Alabama

MAKE it South—MAKE it in Alabama! SELL it South, North, East and West!



"I wasn't asleep," said the Dormouse

EVERY boy and girl knows the drowsy Dormouse of Alice in Wonderland. He was elbowed and pinched by the Mad Hatter and the March Hare as he mumbled in his sleep at the tea party.

But our young people aren't so well versed in everyday economics. They have a sadly distorted picture of the profits of business. They don't realize why profits are necessary, how small they are, or how they are divided.

For instance, in a recent survey of high school seniors, it was discovered that they believe over 50% of the sales dollar is profit and they think stockholders receive 24% of it. Actually business profit averages less than 8%, with less than 3%

distributed as dividends. Business uses most of its profit, moderate as it is, for new plant and equipment, to improve products and to make more jobs.

Misconceptions among our youth bode ill for America's future. They open the door for too ready acceptance of dangerous isms and false foreign philosophies. Such misunderstanding of economics can be corrected only with facts supplied by business itself. You as a leader in your community must share this responsibility.

The American business man must not allow himself to be cast in the role of the Dormouse, pinched and pilloried by the March Hares of communism and the Mad Hatters of the "everything for nothing" state.



The Youngstown Sheet and Tube Company

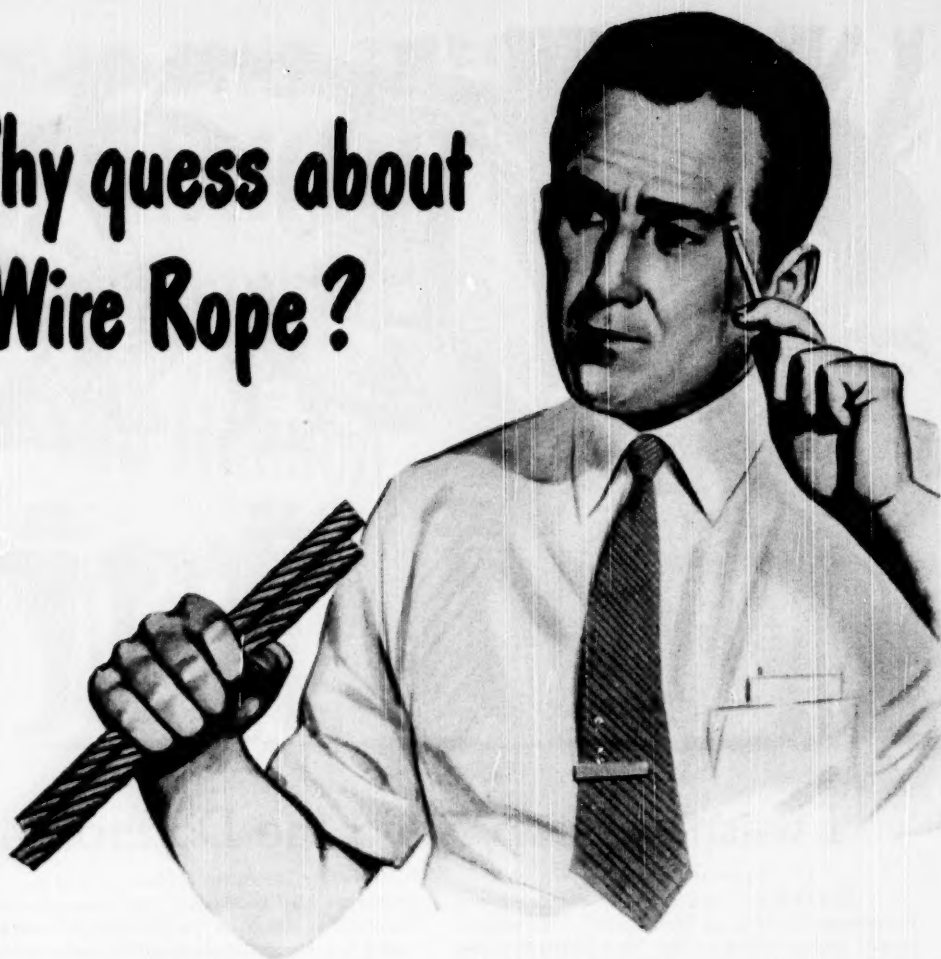
General Offices--Youngstown 1, Ohio

Export Offices--500 Fifth Avenue, New York

MANUFACTURERS OF CARBON, ALLOY AND YOLOY STEELS

ELECTROLYTIC TIN PLATE - COKE TIN PLATE - WIRE - COLD FINISHED CARBON AND ALLOY BARS - PIPE AND TUBULAR PRODUCTS - CONDUIT - RODS - SHEETS - PLATES - BARS - RAILROAD TRACK SPIKES.

Why guess about Wire Rope?



Let's call this a picture of a man who used to guess about his wire rope. He often guessed wrong. Was never really sure which brand was costing him the most—and the least.

Now he's keeping records. A Bethlehem man showed him the value of knowing what he was actually getting for his rope dollar. Showed him that the true cost of wire rope is the cost per unit of work—per ton-mile, cubic yard of rock moved, etc. Showed him how easily

records could help him determine this cost per unit of work.

It's something Bethlehem strongly recommends, for purchase price alone is a false yardstick of rope value and rope economy. Frankly, we welcome any steps that will help users compare brands of rope, for the Bethlehem product is built to give outstanding service at very low cost. This is a fact you can prove to your own satisfaction by keeping a few simple records.

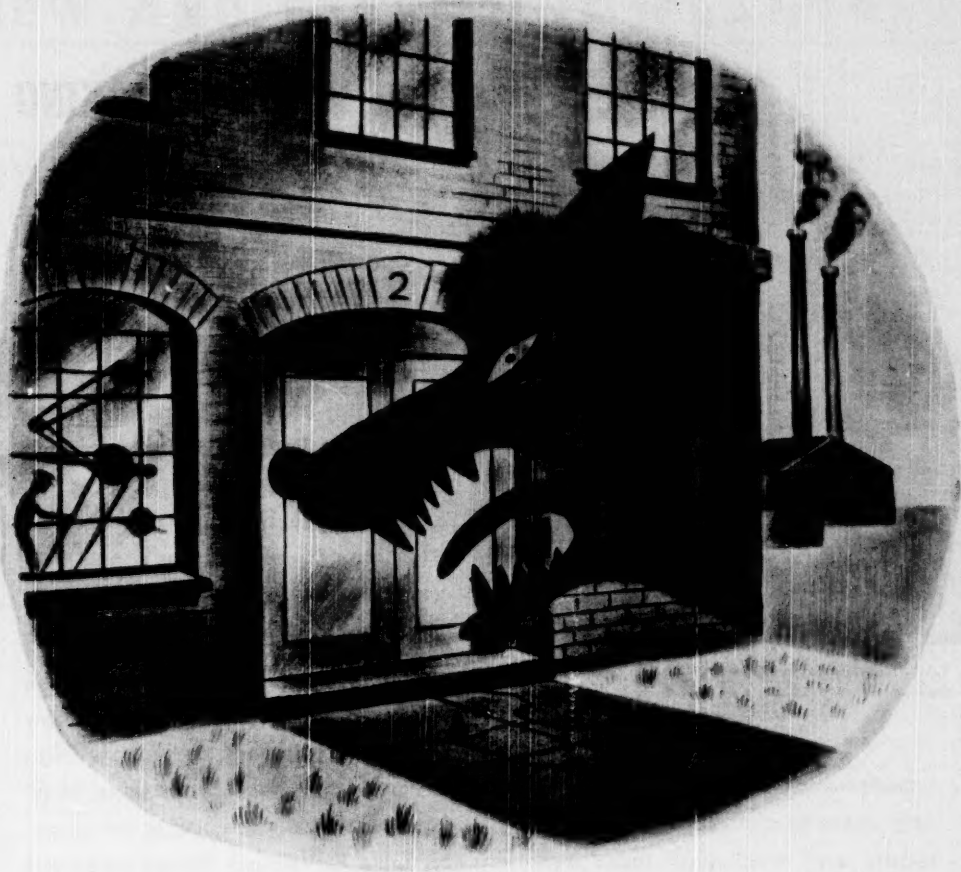
BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation



LET YOUR RECORDS TELL YOU!





Why wait? Come South now!

Busy factories with bright futures don't worry about the "wolf at the door."

Up and down the Southern Railway System, thousands of factories *are* busy . . . *are* looking ahead with confidence. The specter of industrial pessimism is a stranger in the South.

Here industries of all kinds are thriving and expanding . . . nurtured by the

Southland's gentle climate . . . inspired by its unique benefits and advantages . . . encouraged by the contagious optimism of this forward-looking, forward-going "opportunity land."

"Look Ahead—Look South!"

Ernest E. Harris
President



SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



S.A.L. Railway bridge over the Chattahoochee River, Omaha, Ga. (1—157-ft. 6-in. Lift Span, 1—154-ft. and 1—66-ft. approach spans).

WE'VE BEEN WORKING ON THE RAILROAD

Whatever the future may demand of our country we know that its economic strength and security will depend much upon the capacity and efficiency of Railroad Transportation. To build a Railroad Bridge, therefore, is a source of great satisfaction to Virginia Bridge because we recognize the importance of these strong connecting links to the rapid, dependable movement of heavy traffic.

Only steel strength and stamina can endure the terrific impact of heavy rolling equipment moving at high

speeds—and only steel is suited to the construction of the massive movable spans so often required over navigable waters. Equally adapted to the manufacture and erection of these important rail links is Virginia Bridge unlimited bridge-building experience. Our plants at Roanoke, Va., Birmingham, Ala. and Memphis, Tenn. are conveniently located to serve the Railroads of the South and Southwest to economic advantage.

STEEL STRUCTURES — ALL TYPES

*Welded or riveted, large or small, if it's structural steel
we welcome your inquiries.*



Virginia Bridge Company

ROANOKE

BIRMINGHAM

MEMPHIS

NEW YORK

ATLANTA

DALLAS

UNITED STATES STEEL

NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

ALABAMA

BIRMINGHAM—Howard Hall Co., office and shop building.
BIRMINGHAM—Woodward Iron Co., blast furnace for production of pig iron, \$4,500,000.
BREWTON—T. R. Miller Mill Co., Inc., have placed orders with E. B. Ludwig, Inc., New Orleans, La., for new buildings for box factory recently destroyed by fire.
FOLEY—Baldwin Oil Mills, Inc., plant to process soybeans, \$300,000.
MOBILE—Hollingsworth & Whitney Co., plans expansion of its paper and pulp plant in the Magazine Point area, \$8,500,000.
MOBILE—George McCain, refinery for Henderson Sugar Refinery, Inc., New Orleans, La.
OPELIKA—Ragland Brothers Co., warehouse, \$95,385.
TALLADEGA—Hicks Mfg. Co., has acquired buildings from Coosa Valley Development Corp.

ARKANSAS

BEEBE—Stewart Lumber Co., sawmill south of Beebe.
FAYETTEVILLE—Fayetteville Industrial Foundation will construct building to be leased to Bear Brand Hosiery Co.
NEWPORT—Victor Metal Products Corp., industrial building.
NORTH LITTLE ROCK—Mayflower Dairy Co., plans expansion program, \$100,000.
NORTH LITTLE ROCK—Missouri Pacific Railroad, St. Louis, plans to expand its shops, \$300,000.
FRESCOTT—White Star Paper Co., plant to manufacture newsprint and other paper products, \$20,000.
SILVAM SPRINGS—Siloam Springs Industrial Foundation, factory to be leased to Bear Brand Hosiery Co., \$100,000.
SILVAM SPRINGS—Siloam Springs Industrial Foundation, factory to be leased to Bear Brand Hosiery Co., \$100,000.

FLORIDA

DADE COUNTY—Atlantic Refining Co., 7290 N.W. 7th Ave., 2 service stations, 1200 N.W. 119th St. & 3090 N.W. 79th St.
DADE COUNTY—Miami Bottled Gas, Inc., warehouse, N.W. 9th Ave.
FORT LAUDERDALE—Florida Power & Light Co., warehouse addition.
GAINESVILLE—Gainesville Co., hosiery plant.
JACKSONVILLE—Bugbee-Raye Co., two-story office and storage building, Mary St., \$50,000.
JACKSONVILLE—Freeman & Sons, Inc., building, 546 N. Myrtle Ave., \$64,000.
JACKSONVILLE—Greyhound Bus Lines plans clearing and converting a site along the waterfront into a large terminal and parking area, \$750,000.
LAKE WALKER—Florida Citrus Cannery Co-operative, office building.
MIAMI—BeBollac Truck Equipment Co., 440 N.W. 29th St., one-story warehouse.
MIAMI—Dodge, Inc., 380 N.E. 60th St., warehouse.
MIAMI—Sanitary Linen Service Co., addition to laundry.

MIAMI—Seaboard Airline Railway Co., railway shops and yard.
ORLANDO—Orange Industries, industrial building.
PALATKA—Hudson Pulp & Paper Corp., paper plant extension.
TAMPA—Tampa Times, news building, \$61,780.

GEORGIA

ATLANTA—Allie-Chalmers Mfg. Co., warehouse and office.
ATLANTA—Druggist Coopers, Ice Cream Co., Inc., building.
ATLANTA—Georgia Highway Express, Inc., motor freight terminal, \$280,975.
ATLANTA—Mason & Dixon Lines, Inc., 776 Stewart Ave., motor freight terminal building.
ATLANTA—Retail Credit Co., printing plant and supply division, \$243,525.
ATLANTA—Standard Oil Co., warehouse.
ATLANTA—Wil-Kin Theater Supply Co., office and warehouse, \$82,991.

LOUISIANA

LAKE CHARLES—A. Bologan & Sons, warehouse and office building, \$74,528.
LAKE CHARLES—Edwin F. Gayle, 720½ Ryan, automobile showroom.
NEW IBERIA—Queen City Broadcasting Co., radio station.
NEW ORLEANS—New Orleans Union Passenger Terminal Committee, diesel shop building, \$342,000.
NEW ORLEANS—Patrick M. Allison & Assocs., 315 St. Charles St., service station and accessory building.
NEW ORLEANS—American Radiator & Standard Sanitary Corp., one-story office, display room and warehouse building.
NEW ORLEANS—Graybar Electric Co., one-story warehouse and office building, \$190,124.
NEW ORLEANS—Progressive Construction Co., P. O. Box 9068, Shell Service Station building, 2600 S. Broad St.
NEW ORLEANS—Sharp & Dohme, one-story warehouse and office building.
NOREVEPORT—M. E. Pollard, warehouse and office building, \$60,500.

MARYLAND

BALTIMORE—Arcadin Investment Corp., mattress manufacturing building, \$125,000.
BALTIMORE—Associated Cannery Co., 5712 York Rd., storage building, 2100 Alquist St.
BALTIMORE—Berlin & Lewis Furniture Co., building.
BALTIMORE—Canton Co. of Baltimore plans for expenditures of \$1,000,000 for improvements to its lower Canton pier and the purchase of the majority stock in the Cottom Co.; money to be used to construct a conveyor system which will include loading hoppers weighing devices, and for modifications to existing tower unloaders.
BALTIMORE—Chemical & Pigment Co., Division of Glidden Co., has permits for erection of one-story steel building for manufacturing of pigment and one parking lot, 6401 St. Helena Ave., \$138,000.
BALTIMORE—General Glaze Corp., glazing plant.
BALTIMORE—Paul Goodman, garage and office building, 3400 Fifth St.
BALTIMORE—Gunter Brewing Co., alterations to office building, 1211 Conkling St.
BALTIMORE—Haar Win Parking Co., parking garage, 14-18 E. Centre St.
BALTIMORE—Hillside Steel Co., of Maryland, warehouse.
BALTIMORE—C. D. Kenny-Consolidated Grocers, Inc., 518 S. Eutaw St., building, 1301 S. Monroe St.
BALTIMORE—Krestle Mfg. Co., Inc., has acquired 11,000 sq. ft. of additional space, 208 S. Pulaski St.; will house a sport shirt division being moved from Santa Barbara, Calif.
BALTIMORE—McLeen Trucking Co., Inc., truck terminal, 1601 Calton Ave.
BALTIMORE—Park Circle Motor Co., 3434 Reisterstown Rd., building, 2720 Sequoia Ave., \$60,000.
BALTIMORE—Pemo Corp., storage building, 5601 Eastern Ave.
 (Continued on page 18)

New and Expanding Plants

Reported in August—201

Total For

First Eight Months of 1950

1519

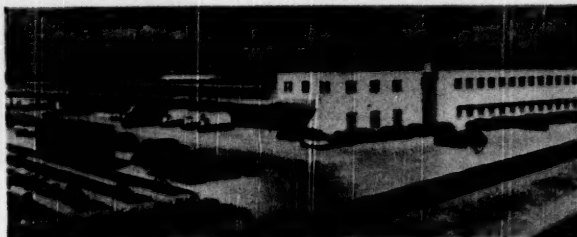
First Eight Months of 1949

1491

BUNSWICK—Brunswick Pulp & Paper Co., alterations and additions to office building.
COLUMBUS—Schwab Mfg. Co., alterations and addition to building, \$47,571.
GRANTVILLE—Grantville Mills, package dye house.
NEWNAN—Fullerton Cotton Mill, Inc., plans addition to be used as a new spinning and twisting department; includes installation of 15 additional cards.
ROME—Tom Willingham, shop and office building.
VALDOSTA—Valdosta Coca-Cola Bottling Works, bottling plant.

KENTUCKY

BRADENBURG—Mathieson Hydrocarbon Chemical Corp., Mathieson Building, Baltimore, Md., engineering and construction work for chemical plant, \$17,000,000.
DANVILLE—General Shoe Corp., new plant.



The million-and-a-half-dollar freight terminal of the Texas & Pacific Railway, occupying a tract of 1,600,000 square feet in the Trinity Industrial District.

For information about properties in the Trinity Industrial District, see your real estate agent or

INDUSTRIAL PROPERTIES CORPORATION, 401 Republic Bank Building

• R-4552

Under the Skyline of
DALLAS
 Lies the
**TRINITY
 INDUSTRIAL
 DISTRICT**

... where business firms of every type, both large and small, are finding the right answers to their "homing" problems.

NEW AND EXPANDING PLANTS

(Continued from page 17)

BALTIMORE—Schumacher & Seller, 712 E. Monument St., storage building, \$35,000.
BALTIMORE—Shell Oil Co., service station.
BALTIMORE—Station WAAM, addition to television station.
BALTIMORE—Woodmoor Corp., office and warehouse, 3004 Ridgewood Ave., \$25,000.
BETHESDA—Southern Biscuit Co., Inc., Richmond, Va., has leased warehouse.
PIKESVILLE—Chesapeake & Potomac Telephone Co., telephone building, \$200,000.
SPARROWS POINT—Rheem Mfg. Co., warehouse, North Point Rd.

MISSISSIPPI

CLARKSDALE—Coahoma Electric Power Assoc., headquarter building.
FLORA—Joe L. Moore Co., Inc., has acquired Mississippi Ordnance Plant, plan development into commercial and industrial sites.
JACKSON—Southern Bell Telephone & Telegraph Co., No. 6 building.
KOPPELBERG—City and Board of Aldermen, factory and office building to be leased to Pathfinder Division, Superior Coach Corp.
MCComb—Kraft Foods Co., cheese plant in Southwest Mississippi, \$800,000.
MAGNOLIA—Magnolia Textile Plant, addition to mill, \$65,000.
OKOLONA—Delta Trouser Co., garment factory, \$74,492.
WIGGINS—Board of Supervisors of Stone County, veneer mill building.

MISSOURI

AURORA—MFA Milling Co., grain storage building.
CAPE GIRARDEAU—R. Lowenbaum Mfg. Co., 2223 Locust St., manufacturing building.
KANSAS CITY—Pittsburgh Plate Glass Co., one-story building, \$300,000.
ST. LOUIS—Blanton Co., addition to manufacturing building.
ST. LOUIS—Griesedieck Brothers Brewery Co., 1920 Shenandoah, case storage warehouse.
ST. LOUIS—Lecoutour Construction Co., office and warehouse.
ST. LOUIS—Prestalite Engineering Co., 3900 Chouteau, office and laboratory building alterations.
ST. LOUIS—Rawlings Mfg. Co., 2307 Lucas Ave., factory addition.
ST. LOUIS—Tension Envelope Corp., 5001 Southwest, one-story addition to factory and warehouse, \$50,000.
WARRENBURG—Cities Service Oil Station, service station.

NORTH CAROLINA

ACME—Riegel Paper Corp., paper mill, \$13,500,000.
BURLINGTON—Spence Motor Co., remodeling building.
CHARLOTTE—City Chevrolet Co., warehouse on West Hill St.
DURHAM—B. C. Remedy Co., addition to plant.
FAYETTEVILLE—Queen City Coach Co., bus station.
FRANKLINTON—Burlington Mills Corp., additions to Vamoco Mills.

HIGH POINT—B. F. Goodrich Plastic Products, establishment of a warehouse for koroseal upholstery material.
HIGH POINT—High Point Weaving Mill, addition, \$201,000.
LINCOLNTON—Globe Mills Co. has acquired Carter Mills, Division of the A. B. Carter Co., manufacture single carded knitting yarns; plans modernization.
NORFOLK CITY—State Ports Authority, ocean terminal.
OLD FORT—Clearwater Finishing Co., addition to plant.
RALEIGH—Hart Electric & Heating Service, 508 St. Marys St., building, \$25,000.
RALEIGH—W. D. Parker & J. M. Gregory, building, \$70,000.
STATESVILLE—Cooperative Mills, Inc., building additions to its plant, \$160,000.

OKLAHOMA

OKLAHOMA CITY—National Biscuit Co., new plant, \$300,000.
OKLAHOMA CITY—National Casket Co., business building.

SOUTH CAROLINA

ANDERSON—Haynsworth Mill, addition, \$90,000.
BELTON—Belton Bagging Co., plant building.
CHARLESTON—General Elastic Mills Co., New York City, has acquired building at Stark Industrial Park for a new operation.
CHARLESTON—Purity Ice Cream Co., new plant.
FLORENCE—Atlantic Coast Line Railroad Co., diesel repair shop and storehouse.
FOUNTAIN INN—Fairview Mills, tricort knitting, dyeing and finishing plant, \$2,000,000.
GEORGETOWN—General Plywood Corp. has acquired property of the former Georgetown Veneer Co.
GREENVILLE—Piedmont Plush Mills, extension to dye house.
GREER—Victor Monaghan Co., D. C. Turrentine, Jr., plans addition to textile plant, \$3,000,000.
LEXINGTON—Citizens Telephone plans expansion to building and fifty miles of new line, \$187,000.
SPARTANBURG—Crescent Corp. plans 100,000 sq. ft. building, Pacolet Highway; will house offices, a machine shop, steam cleaning facilities and storage for textile machinery.

TENNESSEE

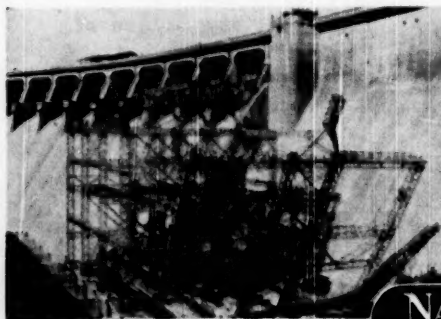
CHATTANOOGA—Dixie Ohio Express Co., freight terminal.
COLLIERVILLE—Cartwright-Dunn Nursery, warehouse and office.
COLUMBIA—National Carbon Division of Union Carbide & Carbon Corp., major expansion of electrode plant, \$5,000,000.
KNOXVILLE—French Broad Dairy plant rebuilding warehouse and garage damaged by fire.
MEMPHIS—Cedar Grove Dairy, addition to dairy processing building.
MEMPHIS—Ray Surgical Co., display and office building.
MEMPHIS—Kimberly - Clarke Corp., factory building.
MEMPHIS—Mayer Myers Paper Co., warehouse.

MEMPHIS—Slumber Products Corp., warehouse.
MEMPHIS—Wade Brothers, office building.
MEMPHIS—P. H. Williams Dynamite Co., office building.
RIPLEY—City Lumber Co., factory building.
YORKVILLE—Yorkville Mutual Telephone Co., modernizing present system, including the installation of dial equipment.

TEXAS

ABILENE—Abilene Reporter News, addition to present building.
AMARILLO—Henrietta Thatcher, one-story auto parts building, 200 Tyler, \$65,000.
AMARILLO—Plains Creamery, office and creamery building, \$220,000.
AMARILLO—Ponca Wholesale Co., 6th and Grant, office and warehouse, \$90,000.
AMARILLO—Lewis Weksler, 6th and Grant St., warehouse and office building, \$83,000.
AUSTIN—Southwestern Bell Telephone Co., alterations and additions to telephone building.
BAYTOWN—J. M. Huber Corp., carbon black plant, \$1,500,000.
CORPUS CHRISTI—Corpus Christi Plumbing Co., 617 S. Staples St., addition to present plant.
CORPUS CHRISTI—Gulf Oil Corp., service station.
CORPUS CHRISTI—Oriental Laundry, laundry pick-up station and washatorium, S. Staples between Ohio and Indiana Sts.
DALLAS—Baker Truck Rental, Radal Corp., garage building.
DALLAS—Dines & Kraft, 6800 Lakeview, two-story addition to business building, \$40,000.
DALLAS - FORT WORTH—National Archives Corp., records storage public warehouse between Dallas and Fort Worth, \$600,000.
DALLAS—A. E. Eiles Co., factory and office building.
DALLAS—Morton Foods Co., one-story office and plant building, 6333 Denton Drive, \$250,000.
DALLAS—Roadway Express, Inc., terminal, \$400,000.
DALLAS—Southwest Motor Freight Co., addition to office building.
DONNA—Groe - Weardon Co., Victoria, plans warehouse.
GALVESTON—Cotton Concentration Co., cotton shed, \$123,000.
GRAND PRAIRIE—Falcon Mfg. Co., new factory for manufacture of chrome dinette sets.
HOUSTON—Cravens - Dargan Co., office building.
HOUSTON—Daniel Office Co., one-story warehouse.
HOUSTON—Downtown Chevrolet Co., 1400 McKinney Ave., auto building, \$296,000.
HOUSTON—Gulf Plumbing Co., 2301 Bell Ave., warehouse.
HOUSTON—Kaufman's Cleaners & Tailors, 4821 Main St., laundry building, 4800 Main St.
HOUSTON—Layne Wells Co., office building, \$35,000.
HOUSTON—Lockwood Warehouse Co., one-story warehouse.
HOUSTON—National Lead Co., office building.

(Continued on page 142)



The Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and Southwest. Our skill in the fabrication and erection of intricate steel structures is well known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



NASHVILLE BRIDGE COMPANY
 NASHVILLE, TENN. — BESSEMER, ALA.

YOUR FINGER

packs a load of **POWER!**

Every time you flip a switch or "press a button," you command a tremendous supply of dependable power. In fact, Americans are the most fortunate people on earth when it comes to the electric power that lights and runs their homes and factories. They have more of it, supplied at lower costs, than anyone else on earth. *And the giant share of all this power is generated by COAL!*

To help America's power companies meet the ever-increasing demands for low-cost electric current, America's progressive coal producers provide a dependable supply of specified grades of coal.

Coals of tested quality are supplied also to scores of other big customers—railroads, steel, paper, cement, chemicals, meat and other food packers—and the coal dealers who serve millions of homes and stores. The coal industry is vigorously at work to provide its customers with an ever better product for ever better utilization and thus a reduction of their fuel costs.

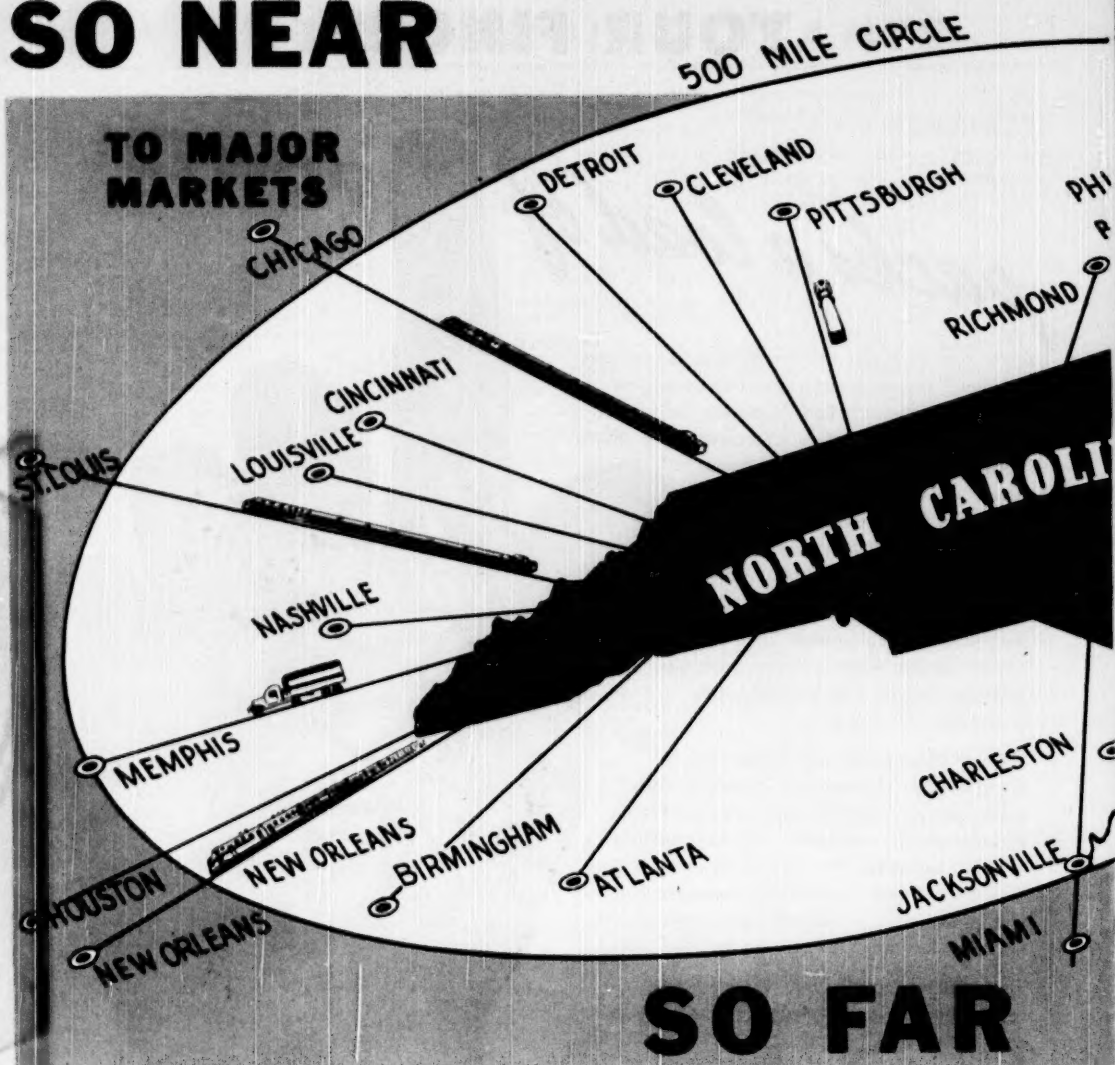
To do this big job efficiently, the producers of coal continue to invest heavily in research, equipment, and methods aimed to reduce production costs while delivering better prepared coals of good quality.

● *To continue most effectively to serve millions of America's homes, as well as its industry and commerce and to be ready to play its indispensable part in providing all the power needed in any national emergency—the coal industry requires only the opportunity to function at its best, in a fair competitive climate, free from governmental interference.*

BITUMINOUS COAL

BITUMINOUS COAL INSTITUTE
A DEPARTMENT OF NATIONAL COAL ASSOCIATION
WASHINGTON, D. C.

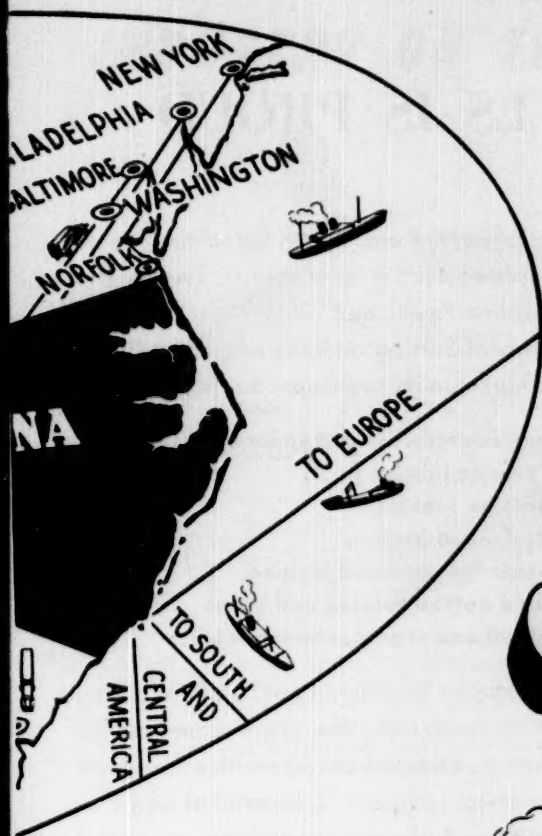
SO NEAR



FROM CROWDED CITIES

ACCESSIBLE ISOLATION

... the most desirable requirement of industrial location today—is the No. 1 advantage that North Carolina offers. Within 500 miles of 55% of the U. S. population, North Carolina is essentially a state of small towns—a state where 72.7% of the residents are classified as "rural."



To get the facts on the State that offers you "Relative Isolation With Maximum Accessibility to Major Markets" address Dept. B-14, Division of Commerce and Industry, Dept. of Conservation and Development, Raleigh, North Carolina.

NORTH CAROLINA

WHERE INDUSTRIES PROSPER



The "Good Roads State" has over 65,000 miles of highways—and is now paving 12,000 miles of rural roads and stabilizing another 35,000 miles for all-weather driving. Four major railroads, four major air lines and two deep water ports round out North Carolina's complete transportation facilities.

PLUS

A stabilized tax structure that has undergone no major change since 1932—and a balanced State budget.

PLUS

A major consumer market that by all indices is No. 1 in the Southeast.

PLUS

A year-round outdoors climate that permits low-cost construction.

PLUS

An abundance of raw materials—water, diversified farm crops, lumber, minerals, sea products—and hydro- and steam-generated power.

PLUS

A reservoir of native born manpower, freed in ever-increasing numbers from farming to industry, but continuing residence on small farms and in uncongested suburban areas where many own their own homes and grow much of their own food.

BURLINGTON MILLS IS PROUD . . .

. . . of the important part North Carolina plays in its wide-spread textile operations. Twenty-five North Carolina towns and cities have manufacturing plants of Burlington Mills which produce a variety of high quality textile products, including:

PLANT LOCATIONS IN NORTH CAROLINA

Asheboro	Kernersville
Belmont	Kings Mountain
Burlington	Lexington
Central Falls	Mooreville
Cordova	Newton
Cramerton	Ossipee
Fayetteville	Oxford
Franklinton	Randleman
Gastonia	Reidsville
Graham	Smithfield
Greensboro	St. Pauls
High Point	Wadesboro

Wake Forest

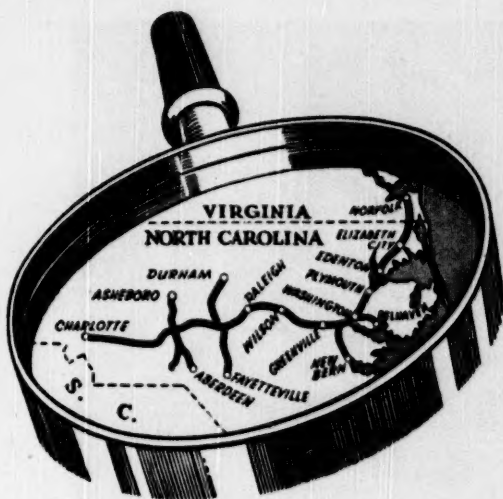
- Women's outerwear and underwear fabrics
- Men's wear fabrics
- Decorative fabrics
- Full-fashioned hosiery
- Half-hose for men and women
- Combed cotton fabrics and yarns
- Industrial and transportation fabrics

The well-known Burlington policy of "Working Together" extends into the plant communities where Burlington employees join with other good citizens in civic, religious, educational and cultural activities. Burlington employees are proud of their fine fabrics and other products which are truly "Woven Into the Life of America"—just as each North Carolina plant is woven into the life of its own community.

Burlington Mills 
"Woven into the Life of America"

EXECUTIVE OFFICES: GREENSBORO, N. C.

INDUSTRY ON THE MOVE TO DIXIE



The "New South" is more than a regional slogan. It has been implemented since before the war by the influx of industries of many kinds. Its rate of industrialization exceeds that of the nation.

"The South has captured an additional five per cent of the national income over the last 18 years by maintaining a rate of growth that is 43 per cent above the nation as a whole." — *Manufacturers Record*

LABOR: North Carolina and Virginia both have laws respecting labor, and industries in these states are very vocal as to the fairness of same. Since 1935, the total amount of time lost from work as a result of strikes in the two states has been infinitesimal. In North Carolina, for example, the loss of time would amount to about two hours per year for each of the state's industrial workers. The same state was 40th among the 48 United States in the number of industrial workers involved in strikes in 1948.

The Norfolk Southern Railway Company, serving Tidewater Virginia and North Carolina, is ready to furnish industrial and commercial site locations . . . and to generally provide industry's needs for the manufacture of textiles . . . woollens . . . rayon . . . wallboard . . . woodworking . . . pulp . . . paper . . . plastics . . . furniture . . . ceramics . . . glass and numerous other important products.

Ideal sites with abundance of water, good supply of native-born efficient labor, and dependable transportation—all within reach of the principal markets—are available. Detailed information will be furnished promptly upon request.

There is a wonderful friendly local community spirit. There are available community and warehouse companies that are prepared to financially assist industry by providing locations, buildings, etc. . . . You will find, upon investigation, that in North Carolina and Tidewater Virginia you will find:

- Easy access to raw materials
- An ample water supply
- Liberal tax structure
- Electric power, water, etc.
- Skilled and unskilled labor
- Industrial conscious communities
- A well balanced transportation system
- Freight rate advantages

For information, call, wire or write

**J. F. DALTON, DIRECTOR OF AGRICULTURE AND INDUSTRIAL DEVELOPMENT
NORFOLK SOUTHERN RAILWAY CO., TERMINAL BLDG., NORFOLK, VA.**



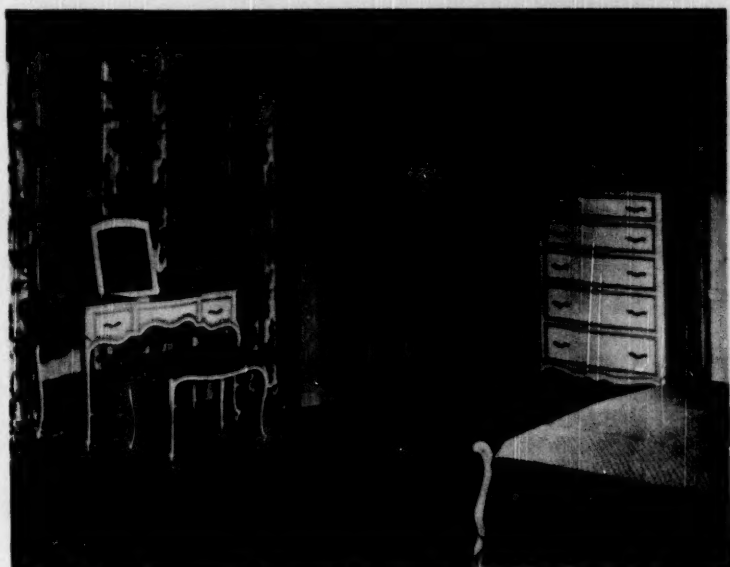
THE Carolinas offer industry a combination of natural advantages peculiar *only* to the Carolinas. Among them are: a variety of raw materials, favorable year-round climate, native labor, rich markets, and excellent living conditions. The Carolinas have assumed a position of leadership among southeastern states because the Carolinas *have* what industry *wants*.



For specific information, address your request to
DEVELOPMENT DEPARTMENT
CAROLINA POWER & LIGHT COMPANY
RALEIGH, NORTH CAROLINA

CAROLINA POWER & LIGHT COMPANY

A NORTH CAROLINA PRODUCT



Drexel's Touraine Grouping

FURNITURE



BRAND CONSCIOUSNESS (recognition merited by value and reliability) is the aim of all manufacturers. Drexel takes pride in the fact that it is the best-known name in dining room and bedroom furniture, possessing the highest brand consciousness in these two fields of furniture manufacturing.

Drexel Furniture Company
DREXEL • NORTH CAROLINA

F. D. CLINE CONSTRUCTION CO.

RALEIGH, NORTH CAROLINA

THOMPSON-ARTHUR CONSTRUCTION CO.

GREENSBORO, NORTH CAROLINA

ZEIGLER-CLINE CONSTRUCTION CO.

FAYETTEVILLE, NORTH CAROLINA

TOWLES-CLINE CONSTRUCTION CO.

WILMINGTON, NORTH CAROLINA

EXUM-CLINE CONSTRUCTION CO.

ROCKY MOUNT, NORTH CAROLINA

B. D. GENTRY CONSTRUCTION CO.

WALNUT COVE, NORTH CAROLINA

ROAD AND STREET

CONTRACTORS

ASPHALT

CONCRETE

Water Lines

Sewage Lines

R. E. A. Power Lines

*This is the heart of
Industrial Carolina...*



**The
Charlotte Observer
COVERS THIS AREA
Completely!**

**More than
1,250,000**

people live within the inner
circle of the map shown
on the left. This is the heart
of the Carolinas' business
empire, with a wide diversity
of industrial and agricultural
production.

With A Circulation In Excess Of

135,000

DAILY

142,000

SUNDAY

The Charlotte Observer is your medium to produce MORE business in this
rich and prosperous area of the Carolinas.

*Before you buy-**BE SURE!** Get the facts!*

The Charlotte Observer

The Foremost Newspaper of the Two Carolinas

a reminder

to

executives

(with transportation problems)

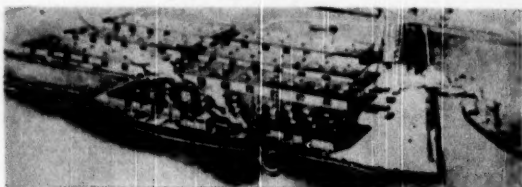
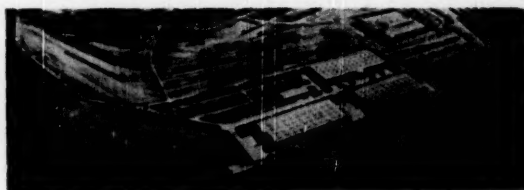


PLANNING THE FUTURE

North Carolina's State Ports

WILMINGTON:

The big, new Wilmington dock and terminals will have ample space for tobacco and other commodity storage. Large transit sheds and latest type fumigation plant. Excellent rail and highway connections dockside. 32-foot channel to ocean. Favorable rates for rail, motor transportation to interior.



MOREHEAD CITY:

Modernly equipped for storage of tobacco and other commodities. Fireproof transit sheds with excellent rail and highway connections. 30-foot channel to sea, just $3\frac{1}{2}$ miles from docks. Fast handling of all types cargo, import and export. Ample industrial sites strategically located to port.

NORTH CAROLINA STATE PORTS AUTHORITY

GEORGE W. GILLETTE, *Executive Director*

RADIO BUILDING

WILMINGTON, NORTH CAROLINA

FAMOUS SPORTSCASTER

BILL STERN

**"I'M ON THE
AIR HOURS
AT A STRETCH**

— naturally I have to think
of my throat. The 30-day
test proved to me how
mild Camels are!"

HIS PLAY-BY-PLAY, blow-by-blow coverage of the big-time sporting classics has a following that runs into the millions. Broadcasting from the major bowls, ball parks and ringsides, Bill Stern's voice gets a real workout the year round.

NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS...

Not one single case of throat irritation due to smoking **CAMELS**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

MAKE A NOTE... REMEMBER YOUR THROAT!



INSURANCE SALESMAN
V. Riordan: "My voice is important to my livelihood. Camel is my cigarette. Camels agree with my throat—taste great!"



SALESWOMAN
Elaine Lombardi: "Talking all day isn't easy on my throat. The 30-Day Test convinced me Camels agree with my throat!"



AIRLINE DISPATCHER
Edward Herman: "I insist on Camels! They're just right for my throat. And the finest-tasting cigarette I ever smoked!"



*Make your own
30-Day Camel
MILDNESS Test*

in your "T-ZONE"
(T for Throat—T for Taste)!

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.

WESTBROOK ELEVATORS

ARE DEPENDABLE, EFFICIENT AIDS TO MODERN PRODUCTION

*Many hundreds of Westbrook Freight Elevators
are helping North Carolina produce*

HYALYN PORCELAIN

CANNON TOWELS

FIELDCREST FABRICS

CAMELS

LUCKY STRIKES

CHESTERFIELDS

DREXEL FURNITURE

DUKE POWER

CHATHAM BLANKETS

Whether you are planning a new plant, rearrangement of your present plant, or improvements to your present elevators, Westbrook can be of service to you.

WESTBROOK ELEVATOR MFG. CO.
DANVILLE, VIRGINIA

RICHMOND

RALEIGH

HICKORY

Color Parade

IN WESTERN

**NORTH
CAROLINA**

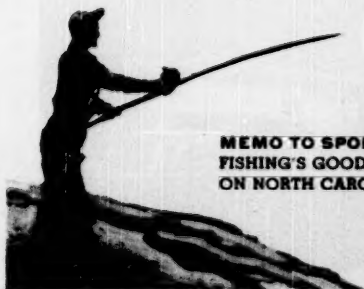


**So Easy To Get To!
So Much To Enjoy!**

Visit the color-blazing Highlands of North Carolina in September and October—autumn's finest show on earth!

Spin along for hundreds of miles over the Blue Ridge Parkway...open now to Asheville...amid mountains aflame with blazing colors. Ride awhile, stop awhile. Hiking and bridle trails beckon...sports are at their exhilarating best...and crisp nights invite plenty of relaxing sleep.

Write today for your free copy of "Color Parade"—your guide to nature at its most spectacular in North Carolina...the friendly vacationland. Use coupon below.



**MEMO TO SPORTSMEN:
FISHING'S GOOD IN THE FALL
ON NORTH CAROLINA'S COAST.**

DEPARTMENT OF CONSERVATION & DEVELOPMENT

DEPT. B-14 RALEIGH, NORTH CAROLINA

Please send my free copy of "Color Parade."

NAME

PLEASE PRINT

ADDRESS

CITY

ZONE

STATE



Symbol OF INDUSTRIAL OPPORTUNITY

If you are interested in a new plant location, you are cordially invited to avail yourself of the services of our Development Department. Its staff of Agricultural, Geological, Forestry, and Industrial Representatives can save you time and money in finding the spot best suited to your requirements.

R. R. HEBB, Assistant Vice President
Atlantic Coast Line R. R. Co., Wilmington, N. C.



Who Likes Our Fabrics?



the dressmaker?

the tailor?



the decorator?



and All America?

YES!

EVERYBODY LIKES THEM...

At its founding in 1813, J. P. Stevens decided to start off making quality fabrics. And today Stevens fabrics still lead the field in quality and public acceptance.

We found out long ago that good results can be achieved only by strict attention to fundamentals. That is a basic principle with the whole Stevens organization. Every Stevens fabric begins and ends with a solid and practical foundation of quality.



CARTER FABRICS OPERATING GROUP EXECUTIVE OFFICES • GREENSBORO, N. C.

WASHINGTON REPORT

RECESS of Congress accents the vastly-changed picture before voters this election period, as contrasted with the one facing them in 1948, when the Fair Deal unexpectedly came to power.

Then, the Republican leaders were mouthing "bipartisanship" all over the place. Absolutely no alternatives to the administration course of spending billions for so-called economic aid to Europe and Asia, while standing idly by and watching Soviet Russia take over nation after nation, were explored by the Republican leadership.

The few Republican Congressmen who did suggest such alternatives—Representatives Walter Judd, of Minnesota; Paul Shafer, of Michigan; Frederick R. Coudert, of New York, either were smeared as "isolationists" by the dominant Republicans in Congress, or were ignored by the press and the public.

Today, as has been predicted here many times, the dominant issues are in the field of foreign policy. The Republicans are coming out heavily for definite moves that make sense, whether they will be adopted or not by the diplomats who have let freedom's cause go begging at every hand for years.

A national sales tax is being talked more and more in tax-writing circles on Capitol Hill, and the idea is garnering quite a bit of business support throughout the nation.

Senator Walter F. George (D.-Ga.), is the only political leader yet who has had the courage to mention a sales tax, much less plug for it. He ordered a thorough study of the idea by the Senate Committee on Finance staff, of which he is chairman.

Business and political observers here have pointed out that a national sales tax, if approached as an alterna-

tive to an excess profits tax and to a general income tax-rise on individuals and corporations, might help Uncle Sam collect huge funds in a relatively-painless way.

Dozens of states and scores of cities have used a sales tax of one or two per cent to get "out of the red," or to meet huge expenditures. If Uncle Sam chooses this way, it will take the perennial heat off the middle class, which pays the vast majority of all income taxes.

At this time, it is doubtful if there is much grass-roots support for a sales tax, but if business groups would get behind the idea in a big way, it probably could gain enough support to force its way into Congressional consideration next year.

* * *

THE "anti-monopoly" hearings which were designed to put American business on the spot have been called off rather hurriedly and with no little embarrassment by Representative Emanuel Celler (D.-N. Y.), who was fast becoming known as "the Don Quixote of Capitol Hill."

Only two months ago, Mr. Celler and his subcommittee members of the House Committee on the Judiciary, were publicly pummeling U. S.

Steel and other steel producers. They wanted to "break 'em up." Now, of course, they would like to have the public forget this, since it is obvious that big business and little business will all be needed to meet the production demands.

Mr. Celler, in fact, was author of an article, written back in May, that was scheduled to be published in a national magazine, in which he proved beyond a doubt (to his own satisfaction) that it would be fine if U. S. Steel could be torn up and rebuilt in different ways into different companies. He literally begged the editors to kill it several weeks after the Korean

60 Years Ago

Manufacturers Record Reported

August 30, 1890—The first report to make its appearance from the Division of Manufactures of the census office, is the preliminary report on the production of pig iron during the census year. So far as the size and significance of the figures are concerned, no more remarkable statistics relating to the iron industry of this country have ever been published.

The South has good cause for pride in the figures of her iron production. The struggling industry, which twenty years ago produced 184,540 tons of pig iron, or a little more than one-fifth of what Alabama alone made in the present census year, has increased nearly ten-fold in a score of years, and fully five-fold in the last decade. The production in 1890 amounted to 1,780,909.

(THE SOUTH'S CURRENT PRODUCTIVE CAPACITY IS IN EXCESS OF 11,500,000 TONS ANNUALLY)



"Our Business is PEOPLE"

Doubling its total insurance in force since 1945, **PILOT LIFE INSURANCE COMPANY**, with home offices at Greensboro, North Carolina, this year passed the half-billion-dollar mark in insurance in force.

Organized in 1903, Pilot Life is North Carolina's oldest legal reserve life insurance company. It began as an ordinary company and later added industrial, group life and group hospitalization and surgical plans, and recently extended its hospitalization benefits to cover individuals and family groups.

Pilot Life operates in thirteen Southern states, Puerto Rico and the District of Columbia, serving 750,000 policyholders and their families.

Over \$57,005,167 has been paid out to policyholders and beneficiaries since the Company's organization in 1903. Through these funds, families have been held together, homes left debt free, children educated, and many older people have enjoyed happy retirement years. Payments to policyholders under group insurance plans have helped many to meet hospital bills, surgeon fees, and other expenses incidental to injury and illness.

Having been organized in the South and serving the people of the South, the greater percentage of Pilot Life's investments have been made in the South, thus contributing to the rapid rise and further development of this section.

This is another advertisement in the series published for more than ten years by Equitable Securities Corporation featuring outstanding industrial and commercial concerns in the Southern states. Equitable will welcome opportunities to contribute to the further economic development of the South by supplying capital funds to sound enterprises.

NASHVILLE
DALLAS
KNOXVILLE
BIRMINGHAM
NEW ORLEANS
MEMPHIS

EQUITABLE

Securities Corporation

NEW YORK
HARTFORD
CHATTANOOGA
GREENSBORO
AND
JACKSON, MISS.

BROWDER O. CONKEY, President

322 UNION STREET, NASHVILLE 2.

TWO WALL STREET, NEW YORK 5.

IS YOUR CAPITAL STRUCTURE UP-TO-DATE?

Since the fighting started in Korea, the U. S. economy has undergone some drastic changes. Has your company kept pace with these developments?

Undoubtedly it has in terms of day-to-day operations — production schedules, unfilled orders, and the like — but what about your company's capital structure? Is it up-to-date? Or does it need revising in the light of higher income taxes, increased volume of business, or the need for enlarged plant capacity?

Perhaps there is a preferred stock issue outstanding which ought to be refunded by a bond issue. Remember, bond interest is a charge *before* taxes, whereas preferred stock dividends are a charge *after* taxes.

Perhaps you should issue securities to provide more working capital to enable you to handle a greater volume of business. Or perhaps a bond issue or a stock issue is needed to finance a new plant.

If you haven't done so already, we suggest that you review your capital structure in the light of today's conditions. If you feel that it needs revising, we'll be glad to discuss the matter with you.

Here at Equitable Securities Corporation, we have long specialized in supplying capital funds to Southern industry. We are equipped to raise needed capital by the public distribution of securities, or by private placement with institutional investors. By reason of our broad experience, we are able to offer management sound counsel on matters pertaining to corporate finance.

If your company is a well established concern in need of additional capital funds, we invite you to consult us without obligation. If you are interested, call any Equitable office for further information, or 'phone us collect at Nashville LD-97 for an appointment.

•

NASHVILLE
DALLAS
KNOXVILLE
BIRMINGHAM
NEW ORLEANS
MEMPHIS

EQUITABLE
Securities Corporation

BROWNLEE O. CURREY, *President.*

NEW YORK
HARTFORD
CHATTANOOGA
GREENSBORO
AND
JACKSON, MISS.

322 UNION STREET, NASHVILLE 3

TWO WALL STREET, NEW YORK 5.

WASHINGTON REPORT (CONTINUED)

War began and they acquiesced.

Likewise, Mr. Celler called off his anti-monopoly drive against newsprint producers, since the White House is talking about allocations of newsprint along with steel and other metals.

* * *

THE armed forces' engineers are engaged, along with private industry, in a hunt for (1) marginal deposits of precious metals that may be mined in an emergency; (2) alternate materials that might be used in case the available supply of certain strategic minerals and metals becomes drastically short in supply, and (3) methods of cutting down on the use of certain minerals and metals which already are getting "spotty" for both civilian and military use.

It's known that there are marginal deposits of many metals in the South. If the present rearmament program chews up metals at the pace expected, it won't be many years before engineers will be out searching for every old deposit of manganese, titanium, or whatever possibly may be hidden away in mountains or caverns.

World War II left this nation tragically short on certain metals. The stockpiling program, less than 40 per cent complete, is being speeded up, but it will be two years, even at the accelerated pace, to get enough materials to assure an adequate supply in case the nation had to "live alone and like it."

* * *

THE National Security Resources Board, headed by Stuart Symington, has been "swamped" with plans from various trade associations about what to do relating to this or that industry in case of a total war.

Actually, the agency was caught with its plans down—way down—when President Truman belatedly decided to take a stand in Korea. For several years, it had been used as a political agency, as the President tried to reward old friend Mon Wallgren and the Senate adamantly refused.

Now, the agency is calling in various trade association executives, letting them actually serve in the NSRB for several weeks. During such periods, the trade execs have a chance to learn how NSRB operates, and at the same time to give federal planners the benefit of their practical experience.

If Stalin holds off long enough, the agency really will have plans that can be clamped on in a

minimum of time and can escape many of the errors made by WPB, War Manpower Commission, OPA, and many other agencies in World War II.

* * *

FINAL control bill actually puts the responsibility for imposition of allocations, price ceilings, manpower rulings, and other details, squarely up to President Truman.

But it's noteworthy that Congressmen had the foresight to restrict him to some extent and also to put a time limit on his authority under the legislation—known as the Production Act of 1950. It lasts only until next June 30, which means that the Congress to come in next January is going to have to wrestle with new problems that will be coming up by then, even if Russia holds off.

The President likely will start with allocation authority—on steel, copper, aluminum, etc.—and credit controls. He is represented by his intimates as feeling it would be unwise politically to slap on heavy controls before November 2, since he feels that there are enough people angry with the Democrats already.

It is a fact, and one that no businessman should overlook, that price rises and other economic problems that take place in the next two months will make almost impossible any rectification by control legislation. In an economy as complicated as this one, it is virtually impossible months after a series of wage increases, salary rises, and price advance have taken place, to go back to the beginning, or some arbitrary date.

Incidentally, in case price ceilings come, it is important to have records showing prices charged in other periods, so that you can prove your ceiling. That is why, if you do not already do so (and most businesses do), it is important to have day-to-day records of the charges you have been making for some time back.

* * *

ONE of the more pressing problems in Washington—and one that gives lots of businessmen the chills when they consider the chances America is taking—is that of mobilizing civilian defense so that most persons will know what to do before, during and, most particularly, after an atom bomb attack.

You'll be hearing more about this in the coming months from Uncle Sam—for your Chamber of Commerce and for your plant, or business.

If you are not selling

The THOMASON **FLUSH DOOR**

ALL WOOD THROUGHOUT

GET THIS BEST SELLER!

It's one of the fastest selling all-wood flush doors on the market today. It is going into new homes, office buildings, hospitals and public buildings all over the nation. If you are not selling the best seller . . . investigate the sales possibilities of the THOMASON Flush Door in your territory.

In addition to the Gumwood-faced door that provides a satin-smooth surface for easy pointing, the THOMASON Flush Door comes faced with veneers of Mahogany, Walnut, Oak and Birch. Only the finest quality domestic and foreign face veneers are used in the manufacture of the THOMASON Flush Door.



CUTAWAY VIEW
SHOWING
CONSTRUCTION

ALSO MADE FOR EXTERIOR USE

DON'T DELAY . . .

**WRITE US TODAY FOR NAME
OF YOUR NEAREST DISTRIBUTOR**

SOLD ONLY THROUGH DISTRIBUTORS

MANUFACTURED BY

THOMASON

PLYWOOD CORPORATION

FAYETTEVILLE • NORTH CAROLINA

Like the door for interior use, the one for the exterior is all wood and has been water-proofed. This door is available either plain or with any one of the three standard patterns of light opening. Also now available is the THOMASON Flush Door with a solid core, faced with all types of veneers, for use in office buildings, hotels, hospitals and public institutions.

Stock Prices Recover From Korean Shock

Provisions of new Excess Profits Tax, if any, have important bearing on near term values.

By Robert S. Byfield

AT this writing there appear to be few clues as to the direction which quotations for common stocks may take. The recovery on the stock exchanges after the initial shock of the Korean affair had worn off has been somewhat spotty, as may have been expected. Railroad issues have, of course, been in the forefront and reached new high levels for 1950, being favored by investors who feel that they will, as in World War II, offer a haven from the full impact of an Excess Profits Tax, when and if it comes. Other popular groups have been the oils, the steels, the sugars, the non-ferrous metals, the aircrafts and the liquor shares.

Furthermore, there have been a considerable number of dividend increases which stimulated the purchase of a wide variety of stocks. Despite the tax situation, third quarter earnings promise to be fantastically good, spurred by heavy buying from the processors down to the ultimate consumers. The electric utility, gas and pipeline issues bounced back satisfactorily from their July lows and there is evidence here of careful long term buying from institutions, pension funds and conservative investors.

This has been particularly impressive for the speculative appeal of these issues seems to have evaporated for the time being. In any event the electric power output for the nation as a whole and in practically all regions is mounting and has repeatedly made new high records. There is little doubt but what the gross revenues of those utilities operating in industrial regions will benefit from the resumption of two and three shift operations by plants working on war materials. A utility plant is always ready for service and to the extent that its utilization reaches a maximum of 168 hours per week its "load factor" improves and income accordingly benefits.

Less Fluctuation—Quotations appear to be less subject to extreme fluctuations by the character of the war news emanating from Korea than they were in early July, but successes or defeats still leave their imprint on stock prices. We are obviously not in a position to predict whether or not this pattern will continue as this involves gazing into the proverbial crystal ball. While a high rate of business activity appears guaranteed by defense contingencies over the foreseeable future, the principal unknown factor is and will for some time continue to be the matter of imposition of an Excess Profits Tax in 1951. There is no doubt but what any fair consideration of corporate income upon which a tax is to be levied during a crisis such as the present one must have as its objective the production of badly needed

governmental revenues. Requirements for the national defense now do not seem to point to the need for anything but a very liberal E.P.T. Certainly the harshness and capriciousness of the E.P.T. of World War II does not appear to be called for. If this assumption is correct, then it is particularly dismaying to find a segment of public opinion and legislative demand calling for the imposition of an E.P.T. law for reasons having little if anything to do with rearmament. For example, there has come forth a statement from the chairman of an important Congressional committee reading as follows:

"Believing that an excess profits tax immediately imposed would be the best answer that capitalism could give to communist propaganda, I have today introduced such an amendment to the pending tax bill which I shall urge upon the Finance Committee."

This type of reasoning is, of course, unsound as a basis for fiscal policy, but apparently the author of this statement feels that the way to defeat a propagandist is to give him exactly what he wants, which is appeasement at its worst. There is also some talk about an E.P.T. being an antidote for inflation and a characteristic statement along these lines is as follows:

"Inflation, while it will make profits for the lucky speculator and the lucky profiteer, will take more out of the pockets of all of the people than any tax. This is so because inflation vastly increases the cost of living as well as the cost of defense."

Just Part of the Story—This phraseology is heavily weighted down with sheer propaganda, and while it may be true as far as it goes, it does not tell the whole story. It gives the wholly unwarranted impression that ordinary corporate profits are to be bracketed with winnings of "lucky speculators" and "lucky profiteers." Mr. Malik, the representative of the U.S.S.R. on the United Nations Security Council has exhibited to the wide world the utilization of the "Big Lie" as a potent weapon in the armory of propaganda. So distorted and twisted has been his interpretation of the facts that a number of other members of the Council have seen fit to denounce his tactics in colorful but undiplomatic terms. Sir Gladwyn Jebb, the British Member, called it "upside-down language" and this has reminded us that the E.P.T. is not what its name implies. To levy this tax as an impost on allegedly excessive earnings is also to use "upside-down language." If the proposed

E.P.T. follows the pattern used in the 1942-1945 period it may be classed as a war tax or surtax, and it merely is a third tax of which the first two are the normal corporate tax and surtax. It has been so characterized by a Special Committee of the National Association of Railroad and Utilities Commissioners which investigated the E.P.T. in 1944 for that organization which is composed of members of the various utility regulatory bodies having jurisdiction over public service corporations.

If there is to be a new Excess Profits Tax on the statute books levied on 1951 incomes, it will necessarily involve exhaustive hearings and subsequent legislative debates. The present military and diplomatic contingencies facing the U. S. are quite different from what they were in 1941. Furthermore, corporate profits, before taxes, are currently running around \$30 billion per annum as against \$17.2 billion in 1941. Even in the peak year of 1943 corporate profits were only slightly above \$25 billion, with total E.P.T. and corporate income taxes around \$14.4 billion. It is quite conceivable that corporate earning power, before taxes, in 1951 could pass \$35 billion, and if Washington felt that it were essential to raise about \$5 billion of additional revenue through an E.P.T. in that way, a rather mild rather than a drastic one might be in the cards. Any such assumption, however, is nothing more than sheer guesswork, and almost regardless of the overall severity or liberality of a future E.P.T., it will hardly fail to involve a more severe impact on some corporations or groups of industries than on others. The old law, for example, was particularly severe in the case of the electric utilities and growth companies. While the World War II E.P.T. included a so-called "growth formula," some gross injustices developed. There seems to be some feeling at the moment that a future E.P.T. might be levied on profits remaining after deduction of normal and surtaxes instead of before these deductions as in the past.

Common Stock Values—Prognostications regarding common stock prices are not only surrounded with tax uncertainties such as the ones mentioned above, but they are also confused by the possible impact of controls, allocations and price and wage fixing regulations which may be put into force in coming months. Here again it is necessary to contrast the present size of our national economy with its much smaller counterpart in 1941. Our productive capacity has risen 50 per cent or more. We have a steel capacity of over 100,000,000 tons per annum in contrast to the 82,000,000 tons of 1942. We now have a tremendous merchant marine and navy and do not have to utilize steel and other materials to build ships, shipyards and war plants. We can even import certain critical items from Canada and Europe instead of supplying these areas as we did in World War II. However, we are short on manpower because we have only 5 per cent of our labor force unemployed as against 16 per cent in 1941. All of these matters are directly or indirectly important in attempting to appraise the value of common stock equities.

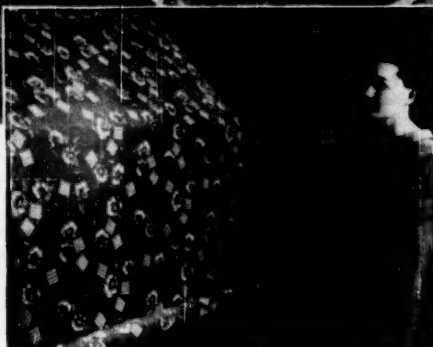


Progressing with North Carolina!

Enka Rayon . . . since 1929, a name that has represented the finest in rayon yarns . . . a name that merits the respect it receives from the textile industry throughout the world.

In little more than two decades, since its first plant was erected near Asheville in the mountains of Western North Carolina, American Enka Corporation has achieved an annual production of some 70,000,000 pounds of high quality rayon yarns. And in that time it has closely identified itself with the communities from which it draws its employees and with the interests of the mountain region. Enka is the largest taxpayer and the largest employer in Buncombe County.

The people at Enka are proud of their product, and the increasing demand of the discriminating American market for fabrics made of Enka Rayon indicates that their slogan "The Fate of a Fabric Hangs by a Thread" is well justified.



At left: Enka Lake Club, with membership open to all employees.

At right: The beach on Lake Enka is ideal for relaxation during a hot summer afternoon.

Below: Sinker operators wrap a warp loom of high tensile tire yarn.



LITTLE GRAINS OF SAND

*"Little drops of water, little grains of sand,
Make the mighty ocean, and the pleasant land."*

Preface. Gathering ideas normally suitable for publication in these columns seems peculiarly futile when our thoughts persist in turning to the vast uncertainties of current international affairs. These ideas, though paled in the light of war and threatened world conflict, are, we believe, fundamental to the kind of sane thinking on which our national welfare depends. So we try to carry on.

Keep Your Head. The Korean conflict may prove to be only localized warfare and it may be the tinder box igniting the fuse to an immeasurable calamity. Because of it there will be an inevitable tendency to make some preparation for emergency conditions but this can be overdone, and, if general, will lead to stringencies and controls. Let us not forget that businessmen have a responsibility to the government and public for the orderly sale and distribution of their products, in normal as well as abnormal times. Both in buying and selling, executives must keep their feet on the ground and not rush further than they can clearly see. This is a bad time to gamble. It is a time for self-restraint and common-sense.

Economy a Necessity.

When government asks its people to make sacrifices, the people have a right to demand of the government that it likewise take up some notches in its belt. Congressional leaders have announced their hope that \$2.5 billion can be saved out of the current year's budget. This is good—but not good enough. There is every reason to believe that at least \$3 billion more can be saved if those in charge of departments, bureaus, and agencies, under compulsion by Congress, and under a really determined effort by the Executive, are forced to practice the same kind of economies that will be demanded of business and of citizens generally. Senator Byrd already has pointed to ways that these economies can be effected. He has advocated return to the program levels of the 1948 fiscal budget, which carried a total of \$6.4 billion for strictly domestic civilian activities—exclusive of defense, stockpiling, atomic energy, veterans, foreign aid

and interest on the debt—as compared with the President's requested \$11.6 billion for fiscal 1951.

Whistle While You Work. Until recently, Americans have regarded work as a fine and good thing, and properly so. In other countries, work and the worker have been looked down upon, but here all work has been considered noble. Americans feel, as Booker T. Washington once said, "that there is as much dignity in tilling a field as in writing a poem." And this conviction has carried us far. Through hard work, plowboys and rail splitters and store clerks have risen to the highest positions, and we have become richer than any other country. Because we believed that work was good, we, as a nation, became great. Today, however, many labor leaders and politicians who seek labor's votes foster the idea that work is a bad thing. Instead of being noble, work is hateful and degrading, and no one should do any more of it than he can possibly avoid.

Remember the Little Pigs? The President thinks the Brannan plan will cost the Treasury no more than the present program. We will go him one better and say that it would cost the Treasury less in dollars if the controls on the farmer are tight enough. A sufficiently drastic cut in production would bring market price up to the present support level so that the Treasury would have to pay out no subsidy dollars at all. This way the whole cost to the public would be paid in the grocery store through unnecessarily high prices; but it would be paid just the same. If the production cut were not quite so drastic, the cost would be divided between higher-than-necessary prices and direct subsidies. Yes, under the Brannan plan, bureaucrats would really have a field day regulating at our expense.

The Fair Deal. If, in the past, it was important to protect the public and the railroads by regulation, it is equally important now to protect them from regulation. Regulation is gradually ceasing to be what it was intended to be. It is becoming a "super management" (Continued on page 44)

Fat on a fighter is fatal.

There is Nothing Finer

Than to LIVE



You'll enjoy "living" in North Carolina...a modern State famed for its progressive way of life. Here you enjoy a temperate climate. Hospitable people make you welcome. There is space aplenty to grow in. And good educational advantages are virtually at your doorstep.



to WORK



North Carolina leads the South in business volume and income. Here are the greatest textile...tobacco...furniture plants in the world. There are plenty of trained, able and responsible workers. North Carolina, too, has a transportation network unmatched in the South...linking a thousand large and small towns by highway and rail. Here is business, big and little...and business opportunity.

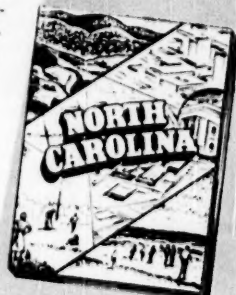


to PLAY



This is it...exhilarating fun from mountains to sea! Take your choice of the East's topmost peaks...golf, ride or play tennis the year-round in the world-famous Sandhills...or bask and swim along 320 miles of historic beach coastline where game fish swarm and boating knows no "season."

And it's all so easy to get to! Chances are 50-50 you live within one or two days' driving distance of this enchanting land of variety...where accommodations tailored to your purse await you



Up-to-date information about North Carolina is yours to read at your leisure in this new, **FREE** book—132 pages illustrated in color. Plan your North Carolina trip **NOW** with the necessary information at your fingertips. Just fill out and send in the coupon.

in
NORTH CAROLINA

Department of Conservation and Development
DEPT. B-14 RALEIGH, NORTH CAROLINA
Please send my free copy of your 132-page book on
NORTH CAROLINA

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



Wider doors to World Markets are opening in the South

When their multimillion dollar expansion programs are completed, the ports of Savannah, Georgia, and Wilmington, North Carolina, will be two of the most modern ports on the Atlantic Coast.

Expanded facilities at these ports will enable cargoes of all kinds to flow rapidly to and from world markets at lower handling costs. In addition to providing docking space for the largest ocean-going vessels, the facilities will include modern transit storage buildings, dockside rail and switching services, the most up-to-date equipment for cargo handling, and many other modern features.

Robert and Company Associates, design engineers on both of these projects, has been privileged to serve on numerous large industrial developments in the South, and across the nation.

Many of America's great industrial names are included on our roster of past and present clients, as shown by the partial list at left. Our experience covers a wide variety of industries and virtually every type of project.

American Bemberg Corporation

Chrysler Motor Parts Corp.

Cleett, Peabody & Co., Inc.

The Coca-Cola Company

Colonial Stores Incorporated

Davenport Hosiery Mills

The Electric Storage Battery Co.

B. F. Goodrich Company

The Goodyear Tire & Rubber Company

Marshall Field and Company

Monsanto Chemical Company

Owens-Illinois Glass Co.

Sherwin-Williams Company

The Springs Cotton Mills

Pepperell Mfg. Co.

United States Envelope Company

Westinghouse Electric Corp.

West Point Manufacturing Co.

ROBERT AND COMPANY ASSOCIATES

Architects and Engineers

ATLANTA

MUNICIPAL PLANNING

INDUSTRIAL PLANTS • TEXTILE MILLS • AIR

CONDITIONING • POWER PLANTS • MACHINERY & EQUIPMENT • LAYOUTS

Everything from A to Z made in Mississippi



Everything from amonium nitrate to zippers is being made in Mississippi, the state with the exclusive BAWI plan. This plan authorizes political sub-divisions to issue bonds to purchase plant sites and construct buildings for acceptable industries seeking new locations.

Scores of Mississippi communities have aided a variety of industries in establishing plants in Mississippi under BAWI. Other industries, large and small, have found profitable locations in Mississippi, building their own plants without BAWI assistance.

Yes, everything from A to Z is being made in Mississippi. Some of these Mississippi-made products include automobile tires, tubes, rayon pulp, insulating wallboard, fluorescent lamps and lighting fixtures, mirrors, furniture, shoes, pharmaceuticals, textiles, and even ships.

No matter what you manufacture, Mississippi is your Number One State of Opportunity, where BAWI offers you assistance in establishment of a plant.

In addition to the financial benefits of BAWI, you also can count on ready assistance with your problems, before and after your operation begins, from the Agricultural and Industrial Board, composed of non-paid business, government and professional leaders who are anxious to help you make your operation a success. For complete details of Mississippi's industrial progress write for the newest industrial booklet—"Inside Mississippi."

For Specific Information As to How Mississippi's BAWI Plan Can Provide a Building for your Industry... Call or Write

MISSISSIPPI
AGRICULTURAL AND  INDUSTRIAL BOARD
State Office Building Jackson, Mississippi

LITTLE GRAINS OF SAND

(Continued from page 41)

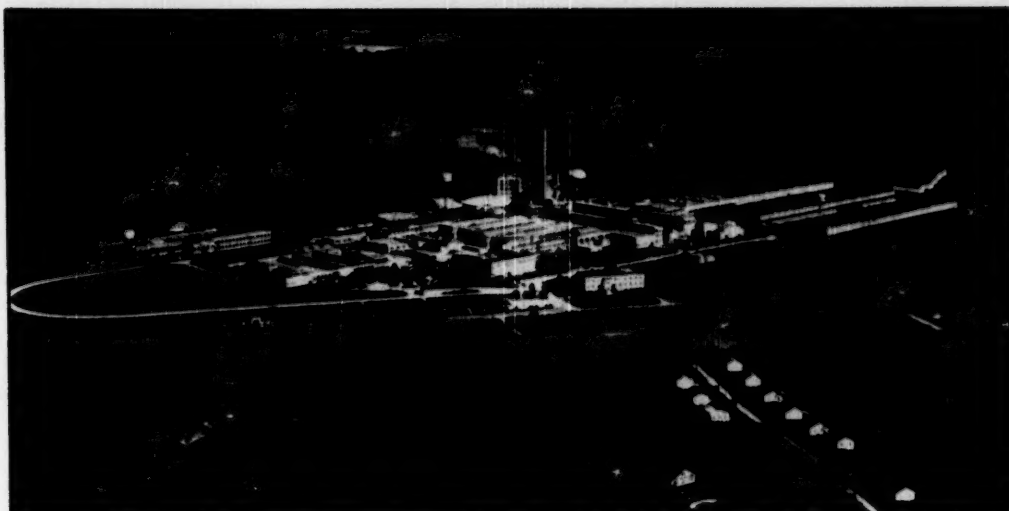
ment" (a form of centralized state operation, if you please) enforcing its own business judgment—or political judgment—upon railroad rates and practices, gradually undermining the capacity of the railroads to provide the quality of transportation under just and reasonable rates that managerial initiative, unhampered, can provide. The Interstate Commerce Commission not only super-manages the entire railroad system of the country, removing from railroad management all possibility of flexibility and initiative, but the government is actually subsidizing the principal competitors of the railroads, while they tax the railroads to finance their own apparently inevitable socialization.

"We Owe It to Ourselves." During the last ten years ownership of the Federal debt has been changing, as well as its size. In 1939 commercial banks were the largest classification of creditor, owning 33.8% of the \$47.1 billion debt at that time. In 1949 commercial banks held 26.2% of the debt, by this time \$256 billion in amount, and individuals held 27%. U. S. Government Agencies and Trust Funds owned 15.3% of the outstanding Federal securities in 1949, a proportion only 2% higher than 1939. The remainder of the debt in 1949 was distributed as follows among these groups: Federal Reserve Banks, 6.7%; Insurance Companies, 8%; Mutual Savings Banks, 4.5%; Corporations and Associations, 9.1%; State and Local governments, 3.2%.

Modern Fable. Once upon a time there was a Farmer who raised two chickens, took them to a City Man, and with the proceeds bought two shirts. The Farmer had two shirts and the City Man had two chickens. A Planner told the Farmer he could get more money for his chickens by making them scarcer. If he didn't raise so many he would get more for those he did raise. This Wise Guy also told the City Man he must work fewer hours and get more money for his labor. This would raise the prices on the articles he made so he would have more money with which to buy. The Farmer brought one chicken to the city market. He got as much money for it as he had formerly gotten for two chickens. But, when he went to buy some shirts, he found that shirts had also doubled in price. So . . . he got one shirt! Now the Farmer has one shirt and the City Man has one chicken. This is called "The More Abundant Life!"

Super-Monopoly. In all the discussion of "bigness" and "monopoly power" it is surprising that so little has been said about the Federal Government "holding company" headquartered in Washington with activities sprawling into almost every possible field, with a collection of "monopolies" beyond parallel in any

(Continued on page 46)



ECUSTA PAPER CORPORATION

PISGAH FOREST, NORTH CAROLINA

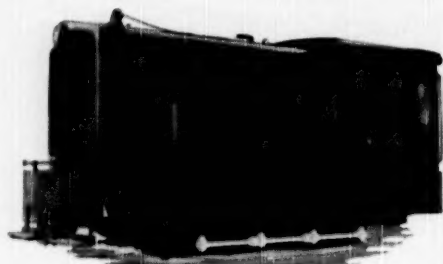
Makers of

The World's Finest Cigarette Paper

and

Other Fine Thin Flax Papers

Where CUSTOM BUILDING is an ECONOMY



This 0-8-0, 27-Ton Davenport Diesel Mechanical Locomotive was equipped with eight drivers in order to spread the weight as a protection for light or weak track.

BECAUSE no two industrial haulage operations are identical, it is wise to choose a Locomotive designed for the particular job it is expected to perform. Grades, curves and condition of track; size,



DAVENPORT
Better-Built
LOCOMOTIVES

are
AVAILABLE
in
STEAM
GASOLINE
DIESEL
with
ELECTRIC
or
MECHANICAL
DRIVE

number and condition of cars; length and frequency of hauls—these and other factors should be considered in the selection of a power unit that will deliver the **BEST RESULTS—Lowest Costs per Ton Mile.**

We Analyze—FREE

It will be a pleasure to receive a description of your haulage conditions and work to be done. Our engineers will give you the benefit of a half century of Locomotive engineering and will recommend a power unit that will hold your ton-mile costs to a minimum.

Complete Information on Request

EXPORT OFFICE

50 Church St., New York 7, N. Y., Cable "BROSITES"

DAVENPORT LOCOMOTIVE WORKS

A DIVISION OF DAVENPORT STEEL CORPORATION, DAVENPORT, IOWA

LITTLE GRAINS OF SAND

(Continued from page 44)

private enterprise, with a greed for undertaking new things that would put any private monopolist to shame, and with a power to extort taxes from the people to cover losses and finance expansion. Just one of the major government monopolies, the Agriculture Department with its subsidiary corporations, adds billions upon billions of dollars to the nation's food bill every year. It is a strange paradox that, while the Government goes about its business of taxing the people to deprive them of cheaper bread and milk, butter and eggs, and meat and potatoes, it hauls into court, time and again, a grocery chain whose achievement has been to reduce the costs of food distribution.

Faith. Democracy cannot lose if given the chance to work. But we must admit it could lose by default. It can lose through the fears of its people, through their failure to trust in its strength, through timidity in meeting problems at home and confusion in solving problems abroad. We must have faith in ourselves, faith in our nation, and faith in our ability to build a lasting peace. As long as we Americans make straight-forward decisions, then uncontrolled events will not be free to assume command of our destiny, or our country.—GENERAL OMAR N. BRADLEY.

Academic Serfs. The right of Communists to teach often is defended on the grounds of academic freedom, but this is a false defense. The concept of academic freedom is based on the principle that members of the teaching profession should have complete freedom to teach what they believe without interference or compulsion from any source. But no Communist can meet this test. No Communist is free. No Communist can teach what he believes unless it conforms in every respect to the Communist Party line. If the Party line changes, he must change his belief instantly. Even Norman Thomas, perennial Socialist nominee for President of the United States, says: "Proved Communists have no place on the teaching staffs of our public schools."

High Price of Taxes. Through taxes that discourage private saving for investment in the industrial improvements which in turn result in more and better and cheaper products, not only have individual workers been deprived of higher pay and higher buying power, not only have individual customers been denied the quality and value that would have made them more eager to buy, but the living standard of the nation is lower than it would have been if we had continued the high incentive to save and invest. And it is silly to be fooled by the idea that citizens can escape taxes by having corporations pay them. The government collects from corporations just the taxes that it has had the corporations first collect from the public.

Let us help You Find Your Ideal Site in the Pace Setting PIEDMONT CAROLINAS



Piedmont Progress Backed By:

- Intelligent people 99.6% native born
- Equable, health-giving climate. Outdoor environment
- Rich raw materials from mine, field, farm, and stream
- Overnight transportation by air, highway, rail, or water to the east's biggest markets
- A rich market at home. 83,371,075,000 effective buying income*
- Abundant, low priced, dependable electric power

* 1950 Sales Management
Survey of Buying Power

The Piedmont Carolinas have led the Southeast in five years of spectacular growth "probably unmatched by any area of comparable size in the nation."*

Here dynamic energy and action are now bent toward diversification, to fully use rich resources. Piedmont towns are already famous in textiles, furniture, and tobacco. Scores of other friendly communities are waiting with materials that will make them equally famous for new commodities.

*Let us help you find your ideal site
for low cost production.*

* Federal Reserve Bank
Monthly Review
June, 1950

DUKE POWER COMPANY
Serving the Piedmont Carolinas

A Business



With 200,000



Employee-Owners



**NOW MORE THAN 200,000 BELL TELEPHONE EMPLOYEES
ARE AMONG THE 970,000 OWNERS OF THE BELL SYSTEM**

A Business Democracy — The telephone business is an outstanding example of a business democracy. Nearly everybody uses the telephone. More than 550,000 men and women operate the business. And 970,000 people own it.

Big Gain in Employee Stockholders — About one American Telephone and Telegraph Company stockholder in every five is a telephone employee. These 200,000 men and women think enough of the business to in-

vest their savings in it. In the next year or so, many thousands of other employees will complete payments on stock under the Employee Stock Plan.

Good for Telephone Users — It's the investments of hundreds of thousands of small stockholders in all walks of life in every section of the country — all put together — that provide the dollars that build, improve and expand the best telephone system in the world for you to use at low cost.

BELL TELEPHONE SYSTEM



*About one family in every fifty in the United States now owns A. T. & T. stock.
No other stock is so widely owned by so many people.*



"What Enriches the South Enriches the Nation"

Where Is Captain Truman?

Today our country is in trouble—grave trouble. Our enemies are militarily mighty; our friends, for the most part, are weak in manpower and weaker in resolve. Russia's international strategy is now apparent to all. She plans to wear us down in local wars against satellite opponents to the point of national insolvency and domestic chaos.

We are barely holding our own in Korea. We have no guarantee that any future successes there will localize the conflict; the odds would actually seem to be against such a fortuity. Indeed, the Reds seem to have borrowed a leaf from the strategy book of the late football coach, Knute Rockne; they are letting us wear ourselves out on their second string team.

In short, as all thinking people must realize, as a nation we are in hot water up to our necks.

How is our government behaving in this time of peril? It is telling us not to worry. There are elections in November, and a worried electorate is almost certain to vote against the party in power. So we are told not to worry.

We are told instead, by the Administration's Secretary of Labor, that we should elect representatives who will repeal the Taft-Hartley law. We are told this despite a threatened railroad strike which was averted only by the most drastic means that our government could employ. We are told that we should discard our most effective checkrein over the leaders of Organized labor who have time and time again proven their personal group selfishness and their disregard for the public welfare.

We are told, by the Administration's Secretary of Agriculture, that we should adopt a socialistic farm program, designed to be all things to all people. Though 1950 is another banner year for agriculture and 1951 may well find us feeding a large portion of the world's population, we are urged to support candidates who espouse high prices to the farmer, low prices for the consumer, and never mind who foots the bill.

We are told, by the Administration's Federal Security Administrator, that we should vote for candidates

who favor federal health insurance. This course is urged for us despite the abominable botch that has been made of a similar program in Great Britain, whose government at least has the moral integrity to call a spade a spade and admit that what it is sponsoring is socialized medicine. This program is urged despite the fact that increased military demands will violently disrupt present civilian medical care.

These three rotten planks in the Administration's platform represent government by expediency. They are deemed popular with large groups of voters and are therefore embraced without regard for national consequence.

The nation has also lost confidence in its State Department. This is a fact whether the reasons for lack of confidence are justified or not. And the nation will continue to regard the acts of this department with suspicion until it is housecleaned from top to bottom.

The Department of Defense, headed by a party henchman, is also in bad public repute. Billions have been appropriated for defense since this Department was created and all we have to show for them is shameful unpreparedness. A few short months ago its Secretary proclaimed to the world that we would finish a war with Russia within hours after Stalin and Co. attacked; yet the sad truth is that after more than two months of a third class war we are still taking a licking.

As if such evidence of politics as usual were not enough in this time of crisis, we are subjected to the distressing spectacle of dissension between the State Department and the Department of Defense with the definite threat of lack of cooperation by both with the Far Eastern military command.

When is President Truman going to face up to hard reality?

When is he going to realize that his job as President transcends cheap party politics and personal friendships? He should recall how he thought and felt as a captain commanding a battery of artillery in World War I. He should forget the debilitating influences of the intervening years.

Are Controls Necessary?

A thorough examination of the facts reveals no grounds for the panicky pressure, being exerted by some groups, for all-out government controls.

By Caldwell R. Walker
Editor, Blue Book of Southern Progress

FROM February to August the South has experienced a keen intensification of business activity.

Except for the recurrence of coalfield conflict with consequent reaction in related industries, the recovery might have started with the turn of the year.

In any event, the upturn was unhesitating and free from flash-in-the-pan features.

Based upon strong demand for a wide variety of commodities, the upturn as late as June appeared good for a number of months to come.

The promising outlook was well apparent before inkling of trouble emerged in the Far East, leaving it wholly reasonable to assume that the situation was the natural outgrowth of free enterprise operating in high gear.

Korean Impact—The Korean affair served to further intensify an already brisk economy. The upturn's duration outlook swiftly took on the aspect of years rather than months. A business recession now appears unforeseeable for several years.

Uneasiness over possibility of a boom-bust has now been superseded by uneasiness in the opposite direction—so much so in fact as to raise fears in some quarters that runaway potential may lie in the offing.

Fear has been reflected on the one hand in panicky buying on the part of would-be accumulators of commodities. Some have engaged in a scramble to accumulate for personal use; others as a matter of speculation.

Largely as a result of this scramble, fear is now reflected on another hand in a rash of panicky proposals for complete and immediate government control of market transactions.

Some segments of business fall within the latter category. Considerable pressure is being applied upon legislators in Washington to press for controls because some materials have become difficult to obtain. By reason of certain shortages, some businessmen are finding it impossible to operate as smoothly as they would under normal conditions.

The Big Question—It is quite obvious, however, that those who are pressing for controls have not carefully weighed one big question: Wherein lies the greater evil—to endure present inconveniences; or submit to greater ones for a long time to come?

This question of course is fatuous unless preceded by sound resolution of another: Can the American economy under current circumstances function efficiently

without government controls?

Viewed in the abstract, and as a whole, the situation is both confused and confusing. Abstract speculation runs into a maze of tangled threads that defy unraveling.

Viewed concretely and componently, however, the task is less severe. Simple questions lead to their own logical solution. For instance:

Why are curbs ever deemed necessary?

The answer: In all-out war, abnormal demand (for military purposes) drains off a large part of available goods and thereby creates shortages. Meanwhile, if history continues to repeat, the wherewithal to obtain commodities is not lessened, or not sufficiently lessened, in the hands of normal users.

The result is a scramble to buy that ultimately becomes riot and chaos.

Under current circumstances it seems fairly safe to rule out all-out war as an immediate threat. Indications become stronger with each passing day that full-fledged war is not impending.

It is not too much to say that there is good evidence that even in all-out war the American economy would function efficiently without artificial curbs if political attitude could be made to adopt a pay-as-go policy. Since, however, the present situation appears to be of a decidedly different type, the basis of such evidence will not be discussed here.

Right now the core of the national problem is to enable the government to spend some additional \$10 to \$15 billion annually for military purposes.

Where the Money Comes From—Revenue for such expenditures can be had either from borrowings or from taxation.

To borrow is to revert to the major practice of the last war. By this method large pools of purchasing power were soaked up—at least until the time when holders of savings bonds decided to cash in. At the same time it left untouched other and larger pools. Furthermore, it is well to remember that a large segment of the present national debt is due to be refinanced at a relatively early date and it would be well to restrict further borrowings to this end rather than to increasing the already heavy debt load.

To do so leaves taxation as the sole remaining means of financing expansion of national defense.

Of late, public opinion seems to be rallying strongly in support of a pay-as-go policy financed by taxation. Chief difference of opinion rests in the question of what types of taxation to use.

What Kind of Taxes?—It is already quite certain that income taxes of all

kinds will be boosted substantially. A good portion of the needed new revenue will be provided through this means. Up to now, however, tax measures and proposals prospectively on the books will leave a sizable gap to be filled if deficit financing is to be avoided.

To fill this gap there is much to be said in favor of some sort of general excise or sales tax to be levied at the manufacturing level. Such a tax would accomplish a twofold purpose. It would provide revenue where it is needed; and it would reduce excess buying power at the point where it is most undesirable, that is at the point of purchase contact.

In the interest of economic welfare it might be wise to exempt from such a tax the more common necessities of life. Of these latter, however, there are as yet no signs of scarcity, and therefore no need for reduction of purchase power.

Such an excise tax, varied in rate in proportion to the scarcity of a given article would be as effective a means of rationing as any that could be devised. In addition, if the tax rates were efficiently applied blackmarket transactions would be practically eliminated.

Credit—It must be admitted, however, that even such a balancing as this of supply and demand might not alone forestall inflation if policies respecting credit should remain as they are today.

Dollars earned, either by work or profit, are the exact equivalent of dollars turned out in the shape of commodities. So long as these are exchanged, dollar for dollar, as they would be in an economy of barter, no chance of inflation exists.

When, on the other hand, the earner of a dollar can stretch it into two or three dollars via the medium of credit, it is obvious that purchasing power is driven up by the same amount above the dollars turned out in commodities.

Credit, no matter how created—by government borrowing or civilian postponement of payment—serves to put into circulation a buying potential that is greater than concurrently-produced supply.

Some sort of credit restrictions are believed to be a must.

In this connection it should be remembered that credit is fostered by a buyer's market. As the market reverts to one in which sellers hold the ascendancy, incentive for giving credit goes on the wane. It is not too much to believe that even this strong inflationary element would succumb to natural correction if sufficient time were allowed for the process.

Controls Not Warranted—All in all, there seems to be little ground for the panicky pressure being exerted for all-out government controls. Except for a few vital raw materials, production, stepping up as it is today, should be able to provide a sufficiency for all needs of the economy, including national defense.

Given a reasonable amount of patience, there is good reason to believe that the national economy would of itself become adjusted to the new conditions that face it; and that none would suffer more than temporary inconvenience in the procedure.

Preparedness Program May Spur Decentralization

Survey needed to disclose what South can offer to correct overconcentration of basic lines.

by Sidney Fish

ALREADY the Korean War has given a sharp lift to business activity throughout the South. Synthetic rubber and other chemical plants have stepped up production, and several war-surplus plants have been reactivated by the Government. Aircraft plants have stepped up output, and some idle aircraft plant facilities built in World War II may soon be placed in production. Petroleum plants are feeling the spur of aviation gas and bunker fuel needs.

Within a few months, it is possible that the trend of international events will make it advisable to reopen some of the vast ammunition and explosive plants built in the South during World War II.

South Is Ready—The South is ready to do its part in making the nation secure through a big preparedness program. It has the resources, the plants and the manpower. If the threat of war becomes more imminent, it is certain that the Government and private industry will locate a large proportion of any new defense facilities in the South, just as was done in World War II. In the years 1940-1945 \$4.5 billions of total investments of \$25 billions in new manufacturing facilities in the United States, were made in thirteen Southern States.

To make sure that American industry is effectively and adequately decentralized, it is necessary that planning be carried out promptly on a nationwide basis. There is evidence that the National Security Resources Board is not acting with sufficient energy to provide a basic plan for directing the future growth of the nation into those areas, like the South, which are relatively secure against attack from the air, or by long range guided missiles.

What Must Be Done—This is not the time for panicky construction of unnecessary plant capacity. But there is not a second to be lost before we make a careful survey of what can be done over a long period to make ourselves more secure through decentralization of industry.

In its preparation for war, the Soviet Union has far outstripped the United States in decentralization of key industries. Great steel, ball bearing and other defense installations have been secretly built underground or beyond the Urals deep in Siberia, Manchuria and the Caucasus. Russia, with a far lower war production potential than the United States, has succeeded in making its key industries harder to knock out, even by atomic attack. That fact, in the atomic age, cannot be ignored.

What has been accomplished under Governmental planning in our peace-

loving democracy, to achieve decentralization since the end of World War II has been negligible. As a result, seven-tenths of our steel-making capacity still lies in the area between Pittsburgh and Chicago. Tire production is heavily concentrated in Akron. Engine production for motor vehicles is almost entirely located within a short range of Detroit. Hostile bombers who filtered through the defense screen could cripple us, because of the excessive centralization of basic American industry.

Blame for such vulnerability cannot be laid at the door of private industry. The long range planning required to achieve military security must be carried out by Government agencies, with the advice of military experts and business leaders.

For years, business leaders have been suggesting that tax incentives were needed in the form of accelerated depreciation, to encourage the construction of new steel capacity. Construction costs of new open hearths and blast furnaces have doubled or tripled since 1940. Industry, therefore, instead of building new integrated steel plants in the South, has preferred to step up basic capacity quickly by adding new facilities at plants which are already in existence. In this way, the investment required has been greatly reduced, and the expansion has been effected more readily.

Such expansion is expected to add 6 million tons to the nation's ingot capacity by the end of 1952.

Steel for the South—During the last war, the South did not participate greatly in the vast steel expansion program financed by industry and the Government. Figures covering the period from July, 1940, to June, 1945, show that of the \$25 billions which were invested in manufacturing facilities, \$2.4 billions went into new basic and semi-finished steel plants. Of the latter, only \$170,000,000 went into Southern iron and steel plants. The two large, new integrated steel plants completed during the war were both constructed in the West—at Fontana, Calif., by Kaiser Steel Co., and at Geneva, Utah, by United States Steel. Both were built with the aid of Federal funds. In Texas, the Lone Star Steel Corp. was launched.

During the years since 1945, Southern consumers have continued to rely partly on steel plants located in the North and East. Bright spots, however, have been the important expansion of the Sparrows Point plant of Bethlehem Steel, and the plan of U. S. Steel to add additional ingot capacity at Birmingham, when rich Venezuelan ore becomes available. New capacity has also been added at Houston.

Basing Points—Southern steel consumers have been particularly adversely affected by the action of President Truman, in June, in vetoing the bill which would have legalized non-collusive freight absorption. For the last two years, Southern metal working plants have had to pay the freight on shipments from distant steel plants, whereas their Northern competitors, located at the back door of huge steel plants, pay little or no freight on steel.

Until July, 1948, Southern steel buyers who bought from distant mills did not have to pay such freight costs, which were assumed by the mill under the basing point system of pricing steel, to meet the competition of steel plants which were close to the consumer.

President Truman, in vetoing the bill to legalize freight absorption, said there was nothing to prevent adoption of such practices by individual companies. It is unlikely, however, that any of the major steel companies will attempt to meet competition by absorbing freight, unless such action is specifically authorized by law. The Supreme Court, in the Cement Institute case in 1948, held freight absorption discriminatory under the Robinson-Patman Act. Thus any steel company which absorbed freight to a consumer's plant might have to pay heavy damages to any other consumer who felt that such action made it more difficult for him to meet the prices of his competitors.

Aids to Decentralization—Steel consumers in the South are thus faced with a long range problem. They must pay more for steel shipped from Northern and Middle Western mills than the steel consumer pays who is located near those steel plants. This is a result of short-sighted Government efforts to regulate industrial pricing methods. At the same time, the Government has done nothing up to the Korean War to aid steel companies to construct new mills in the South, by granting accelerated depreciation on such facilities. Yet a very strong case could be made out for liberalized depreciation policies, since in that way decentralization of the nation's metal working plants would be aided, and military production would be less vulnerable to attack from the air.

During World War II, industries were stimulated to build new defense plants with their own funds by permitting them to write off such facilities at the rate of 20 per cent a year over a five-year period. This tax deduction, under high wartime excess profits taxes, was what was needed to encourage many large manufacturing companies to build new defense facilities. To gain the accelerated depreciation provision, a defense agency had to certify that the facilities were needed for the war.

A similar provision has been proposed by Secretary of the Treasury Snyder. The head of one major steel company—Irving S. Olds, chairman of U. S. Steel—has recently indicated that if such accelerated depreciation were allowed, his company would probably step up its already large expansion program, which

(Please turn the page)

will total 1,600,000 additional tons by 1952.

The availability of large reserves of ore in Venezuela is already stimulating growth of Atlantic seaboard steel plants, such as Sparrows Point, in Maryland, and the new integrated mill of U. S. Steel, to be built near Trenton, N. J., with a capacity of 700,000 tons of steel ingots. In the long run, it is possible that such ore reserves will result in the construction of new steel capacity at Birmingham, Houston, and other Gulf ports, aiding more rapid industrialization of the South.

Planning for the Future.—For the foreseeable future, no sharp drop in steel consumption seems likely. As long as tension with Russia continues, it is a reasonable assumption that the entire steel capacity of the country will be fully engaged, in making defense materiel and in making civilian goods. The ratio of steel capacity employed for defense will depend in whether international tension eases or grows more threatening.

By 1952 or 1953, it is likely that the crisis may be even greater than it is today; for by that time Russia will have accumulated a larger stockpile of atom bombs. She may, therefore, adopt a more aggressive attitude, not only in Asia, but in Europe.

The mere possibility of atom warfare at some time in the future warrants adoption of long range security measures designed to protect our industrial machine through planned decentralization. If undertaken at the last moment, the cost of such a program would be colossal. If industry is to be called upon to build new plants in the South or West, it should not be called upon to bear the full cost.

The rapid strides being made in development of long range planes and guided missiles is an excellent reason for assuring the location of a larger proportion of the nation's industrial capacity in the South. To bring certain Southern States under long range missile attack, the planes or missiles would have to be flown over Canada, New England or the Pacific Northwest, from which areas interception might be attempted.

South's Markets Are Attracting Industry.—Even before the Korean crisis, the South was gaining new industries almost daily. The attraction of rich Southern markets has been inducing many industries to set up new branch plants in the South.

Southern industrialization was greatly aided by World War II and gains continued in the postwar period. Recent figures of the Department of Commerce show that the business population of the Southwest increased 46 per cent between early 1944 and early 1949. Gains in the Southeast totaled 43 per cent. Those figures compare with an average gain in the number of business firms, for the country as a whole, of only 30 per cent.

The sharp rise in the agricultural income of the Southern States has created a vast new market. It is estimated that agricultural income of fourteen Southern States rose from \$2,437,487,000 in 1940 to \$7,818,000,000 in 1947. As a result, the number of tractors in use on Southern farms increased 155 per cent, as against

only 100 per cent for the rest of the country.

Since 1920, kilowatt hour consumption has increased 1,342 per cent in the South, twice the gain of the country as a whole. This trend reflects industrialization of the area, as well as electrification of farms and homes, use of more electrical appliances, etc.

Southern Industry Ups Output.—Since the outbreak of the Korean war, the Kaiser Aluminum & Chemical Co. has announced a program for producing up to 160,000,000 pounds more alumina each year at its Baton Rouge, La., plant. This plan supplies alumina to Kaiser aluminum making plants throughout the country. In addition, Aluminum Co. of America has stepped up its production in Texas, where it has opened its vast new Point Comfort plant, and Reynolds Metals is increasing production in Arkansas and other states.

The vast cotton and rayon plants built in the South will operate at full speed during any preparedness program, for war and civilian demand would be stepped up sharply.

The steel industry has been gradually adding to its capacity in the South. During 1949, Texas added 192,000 tons to its steel ingot capacity, while Maryland added 141,000 tons, and West Virginia 110,000 tons. A smaller gain was recorded by Kentucky. Those increases, of course,

do not match the expansion in Pennsylvania, which gained 743,000 tons; Ohio, which gained 634,000 tons, and Michigan, which gained 574,000 tons.

Alabama, eighth largest steel producing state, had an annual capacity of 3,548,000 tons as of Jan. 1, 1950. Maryland, fifth state, had a capacity for 4,897,000 tons; West Virginia, in tenth place, had 2,486,000 tons; Kentucky had 1,353,000 tons, placing her in twelfth place. Texas, rising rapidly, had 785,660 tons. Georgia had 165,000 tons of capacity, and Tennessee, had 38,000 tons of capacity.

In iron capacity, too, the South is expanding. Woodward Iron, in Alabama, has announced plans to construct a new blast furnace.

Even before the Korean War, Southern steel plants were operating at capacity on orders for Southern expansion. Thus, the A. O. Smith Corp. of Texas has just booked the order for the 1,331-mile natural gas pipeline of the Texas-Illinois Natural Gas Pipeline Co. The Smith plant, in Houston, was built by Armco Steel and A. O. Smith Corp. at a cost of over \$5 million. The plant will provide 1,000 to 1,500 new jobs.

The Korean crisis and the long range preparedness program will prove to be the signal for a new upturn in Southern industrial and business growth that may be even sharper than the one that resulted from World War II.

TCL's Sales Training Program Outstanding in South

THE Sales Department of Tennessee Coal, Iron and Railroad Company, Alabama, subsidiary of U. S. Steel, has developed a unique training program which covers not only its young salesmen and aspiring salesmen, but includes many of its office workers as well.

Now five years old, the program has to date been responsible for the training of some 53 employees of TCL. That it has proven successful is evidenced by the fact that many of the customers with whom the company's sales people deal have heartily praised the competent manner in which its graduates conduct their business transactions. Among the younger employees of the department, selection for training is considered one of the greatest honors which can be bestowed by the company. More experienced salesmen think so highly of the course that some with 20 or more years of service with the company have applied and been permitted to enroll in certain phases of the program.

Since the program's inception it has been under the direction of C. M. McKenna, supervisor of sales training and procedure, and with the aid of two full-time assistants, he maps and directs to conclusion one or two classes a year, each of which has a duration of 50 weeks in all of its phases. By the time a trainee

has completed the course he has not only learned the best techniques of salesmanship, but has gotten a pretty thorough picture of the methods and problems of steel manufacture, the whys and wherefores of company sales policy and all major steps in the pricing, processing and expediting of orders.

The first phase.—A "basic training" or "orientation" course, lasts for 10 weeks. During this period, trainees learn about industrial and commercial activities of the company. On the first day, officials of the Sales Department explain the aims and functions of that organization. Then follow weeks of actual on-the-spot familiarization with manufacturing operations. The students go down into the coal and ore mines to see how raw materials are taken from the ground. Then they see iron and steel in the making and watch the actual rolling of the products which they will eventually help to sell.

The schedule is so arranged that the group visits the plants on alternate weeks, those weeks when they are not viewing the manufacturing operations being devoted to discussions by various product managers in the Sales Department. During the week immediately before the plant tours, product managers explain the merchandising of the particular articles for which their divisions are

responsible, the trainees are taken to see the making of those products. This staggered arrangement prevents confusion and emphasizes the close link which must be maintained between manufacturing and selling.

At the end of each week, oral reviews are held and tests given, the grade of each individual being carefully recorded.

Also during this phase the heads of the numerous other departments of the company are called upon to explain the functions of their departments and show how they are related to the company's sales activities.

To round out the program of product familiarization, the students are then taken to the plants of cooperating customers, where they learn how the steel the company makes is put to use.

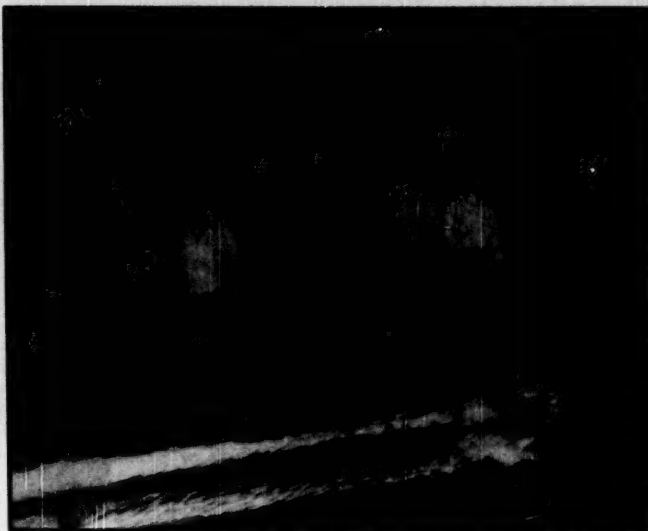
In the final week of the first phase, each trainee is required to make a short talk on some operation in steel manufacture. This serves as a review and provides a yardstick by which the instructor can judge the individual's ability to absorb information. It also provides a revealing index to his personality.

An overall test score, in which the final examination counts heavily, is computed and listed on a report, along with the training supervisor's rating of the individual's initiative, enthusiasm, personality and ability to learn. Good and bad traits of character are carefully noted. From this report it will be decided whether the student is to be continued or dropped from the course.

The second phase—This phase lasts for 20 weeks. It consists of actual on-the-job training, in which the men work at various stations in the department's general sales offices, helping to process orders, handle inquiries and related activities. Each division manager under whom the trainee works reports as to his attitude and efficiency.

The third phase—While both embryo salesmen and office workers, such as sales correspondents, may be carried through the second phase, the third phase covers only those men who will go into the field and make personal contact with customers. During this period, which also lasts 20 weeks, the young salesmen accompany experienced men on selling trips throughout the trade territory, learning sales technique and becoming familiar with selling problems with which they will later be confronted. Each trainee is shifted from salesman to salesman, so that he may observe the sales techniques of each. By traveling at various times in the different types of market territory—agricultural, industrial and commercial—he develops a knowledge of different products and marketing conditions. Each salesman files a report on each trainee with whom he works.

By the time the course is completed, at least 15 reports are on file for every student. Through these, the general manager of sales can make a reliable estimate as to the individual's potential worth to the company. The system of multiple reports also has the advantage that no unintentional bias on the part of any one of the men under whom he has



A group of trainees watch a huge, white-hot ingot approaching the rolls of a blooming mill for first shaping operation.

trained will work either to the advantage or to the disadvantage of any trainee.

It pays off—TCI's training of a salesman or a sales correspondent is a fairly expensive undertaking. During training, a man is paid a salary, and if he is brought in from one of the company's district sales offices, his living expenses are met by the company. And throughout his training, the only work of immediate value to the company which he performs is that which he handles during the second phase. Even this is of questionable benefit to the com-

pany; since all offices are fully staffed without the trainee.

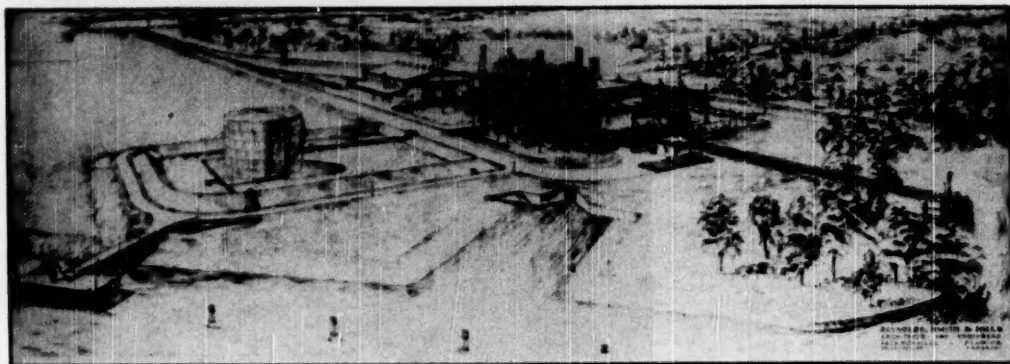
"Although the cost per trainee averages several thousand dollars," a company spokesman declares, "we consider such training a wise investment. Of the men who have taken the course, 94 per cent are still with the company, rendering valuable service."

While Sales Department officials figure it will probably take years to recover the investment in any particular individual, they feel that in the long run it will pay big dividends.



Trainees study sales problem with division sales manager (2nd from left.)

CONSTRUCTION



ST. MARKS Power Plant for city of Tallahassee, Florida. Ivey H. Smith & Co., General Contractor.

August Awards Total \$361,424,000

By S. A. Lauver
News Editor

VALUE of August construction contracts, as reported in the *Daily Construction Bulletin of THE MANUFACTURERS RECORD*, was \$361,424,000. The figure is the third highest for the year so far, being a forty-one per cent below that for the preceding month and about thirteen per cent ahead of the eighth month of last year.

Total of awards in the sixteen-state area below the Mason and Dixon Line is \$2,726,408,000 for the first eight months. This is more than thirty-eight per cent ahead of the aggregate for the comparable period of 1949 and represents the second highest total for the first two-thirds of a year in southern construction history.

The \$361,424,000 total for August embraces \$104,763,000 for private building; \$94,666,000 for industrial construction; \$72,711,000 for public buildings; \$44,660,000 for heavy engineering construction, and \$44,624,000 for highways, streets and bridges.

Private building in August is down

twenty-two per cent when compared with the total for the preceding month, although it is forty-four per cent above the level for such work in the same month of last year.

Current August private building is made up of \$62,268,000 for residential construction; \$16,120,000 for commercial building; \$14,808,000 for assembly buildings and \$11,567,000 for office buildings.

Industrial construction, the second highest total for the month, is down considerably from the total for July, when several large pipeline awards were made and important projects were announced in the chemical industry in Kentucky, Texas and Virginia. A \$17,000,000 contract for another Kentucky chemical plant and a \$13,500,000 North Carolina paper plant, however, were substantial contributors to the month's total.

Public building in August, with its \$72,711,000 total, shows a decrease of thirty-nine per cent from the July level for such work. Almost ten per cent

higher than its counterpart in the same month of last year, the current figure consists of \$39,347,000 for government buildings and \$33,364,000 for schools.

Engineering construction, while ranking fourth among the categories in August, is the field which showed a gain when compared with the prior month and August of last year. The increases were twenty per cent and forty-four per cent, respectively.

Highway and bridge construction in the South in August totaled \$44,624,000, a figure which included awards in all of the sixteen states and the District of Columbia, although it was a decline from the total for the preceding month and for the eighth month of last year. Nine states—Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Tennessee, Texas and Virginia—contributed two million dollars or more to the August figure.

The \$2,726,408,000 accumulation of southern construction awards is well above the total for eight-month periods of every year except in 1942, when the comparable figure was \$2,000,022,000. Last year at this time, the total was \$1,968,850,000, or about thirty-eight per cent below the current level.

Elements of the eight-month figure for 1950 are \$858,672,000 for private building; \$622,341,000 for industrial construction; \$505,431,000 for public building; \$389,867,000 for highways, streets and bridges, and \$350,097,000 for heavy engineering construction. Rises were registered in all five fields.

The \$858,672,000 for private building is almost fifty-two per cent above the figure for similar work in the first eight months of last year. Included in the total are \$638,662,000 for residential work; \$85,634,000 for assembly buildings, many of which are churches; \$78,761,000 for commercial buildings, and \$55,615,000 for office buildings. The latter is the only

SOUTH'S CONSTRUCTION BY STATES

	August, 1950	August, 1949	Contracts Awarded First Eight Months 1950	Contracts Awarded First Eight Months 1949
	Contracts Awarded	Contracts to be Awarded	1950	1949
Alabama	\$4,346,000	\$21,818,000	\$87,026,000	\$48,973,000
Arkansas	2,025,000	22,936,000	74,684,000	53,778,000
District of Columbia	796,000	12,316,000	17,346,000	50,927,000
Florida	36,231,000	64,327,000	230,430,000	177,807,000
Georgia	11,796,000	18,776,000	88,805,000	78,291,000
Kentucky	24,158,000	34,375,000	73,727,000	53,655,000
Louisiana	29,070,000	66,028,000	232,205,000	145,238,000
Maryland	37,375,000	29,256,000	229,309,000	136,181,000
Mississippi	9,369,000	57,623,000	87,686,000	79,933,000
Missouri	14,455,000	25,493,000	189,160,000	59,560,000
North Carolina	46,167,000	28,984,000	263,462,000	116,802,000
Oklahoma	17,049,000	28,139,000	95,665,000	61,116,000
South Carolina	15,786,000	9,627,000	96,865,000	65,865,000
Tennessee	19,806,000	15,492,000	140,624,000	179,169,000
Texas	83,217,000	129,198,000	595,083,000	367,648,000
Virginia	11,283,000	31,197,000	171,917,000	76,647,000
West Virginia	6,314,000	3,137,000	19,167,000	13,267,000
TOTAL	\$361,424,000	\$589,502,000	\$2,726,408,000	\$1,968,850,000

type of private building showing a decline.

Industrial construction in the first eight months is up seventy per cent, when compared with the \$365,521,000 for the first two-thirds of last year. Industrial awards in the eight-month periods of the four immediately prior years were: 1948, \$297,299,000; 1947, \$289,377,000; 1946, \$270,580,000, and 1945, \$283,266,000.

The \$505,431,000 for public building, when compared with the \$463,559,000 for this type of work in the eight months of last year, represents an increase of nine per cent. Constituents of the current total are \$248,213,000 for government building and \$257,218,000 for school buildings.

Engineering construction for the year so far shows a substantial gain. The \$350,097,000 for this category in the first eight months is thirty-nine per cent above the value placed on the projects initiated in the comparable period of last year. The current figure is made up of \$185,355,000 for dams, drainage, earthwork and airports; \$92,820,000 for government electric projects, and \$91,922,000 for sewer and water work.

The increase represented by the \$389,867,000 value placed on southern highway and bridge projects in the first eight months is almost seventeen per cent when compared with the \$333,416,000 for the same period of last year. Eight-month totals for such work in prior years were: \$393,369,000 for 1949; \$324,601,000 for 1948; \$261,381,000 for 1947; \$245,244,000 for 1946, and \$72,572,000 for 1945.

Building materials production is reported at an all-time high by the Department of Commerce and also by the Producers Council, a national organization of manufacturers of such products. However, the current war situation is known to be retarding expansion or construction plans in several instances.

Ability of manufacturers to meet the demand for building products, according to the Council, will be determined not by capacity but by the available supply of raw materials and manpower, with "enough of most materials to carry on a volume of building which would have been considered large in any year except during the recent postwar period."

The Department of Commerce says the output of lumber, hardwood flooring, cement, softwood plywood and gypsum board was substantially above earlier post-war peaks and almost twice as much cement was produced in May as in the average month before the war. An index of material output was described as advancing to 167 to reflect a greater-than-seasonable increase of thirteen per cent over the preceding month.

Despite these observations, shortages of materials are reported. Virginia highway engineers say the dearth of cement is "critical" and has slowed down work on road and bridge projects in their state. Several projects have been partially shut down since June. Cement plant strikes, heavy building in other fields in the road construction season and at least one large dam operation were cited as reasons.

Steel is another material, where mill order backlogs continue to mount. Man-

CONSTRUCTION



Air view of the Sterlington, Louisiana, plant of the Commercial Solvents Corp.

ufacturers are said to be slow in accepting new orders until the needs of the government for war activities are crystallized. Gray markets are said to be developing. One manufacturer at least—United States Steel Corp.—has announced that it will decline to make further sales to any purchaser found to have resold steel in the gray market.

The future of the federal aid program and rivers and harbors and flood control projects is somewhat hazy. One hundred twenty million dollars has been lopped from the proposal to spend \$748,500,000 for federal aid to highway projects. The two houses are now in conflict on what steps to take on the waterway and flood work.

President Truman's instructions to the various government agencies were to screen their projects with the view to modifying program to lessen demand

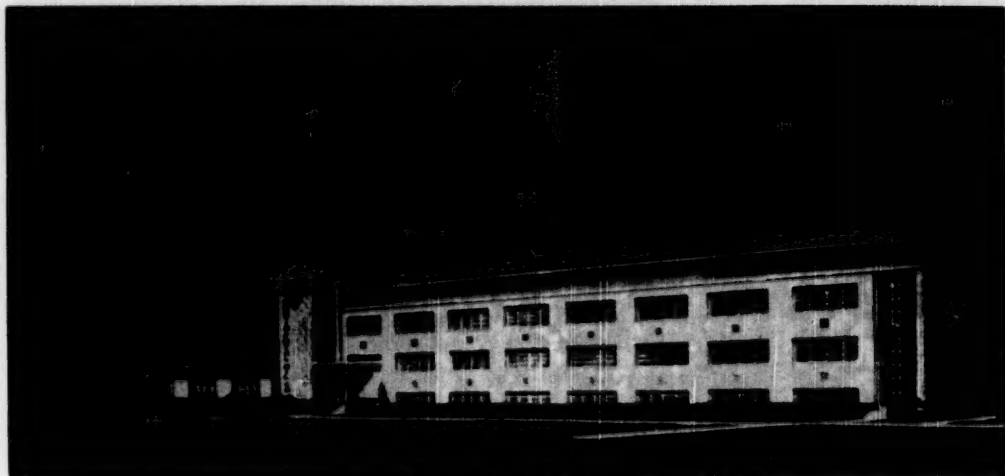
upon commodities, raw materials and manpower where they were in competition with those needed for the current war activities. The Corps of Engineers is now reviewing its projects, as is the Interior Department and the Department of the Navy. Military public works construction is expected to increase. No general federal building program has been authorized. The only projects under way by the General Services Administration are the following:

General Accounting Office building, \$21,635,000; Federal Courts building for the District of Columbia, \$9,381,686; Clinical Center superstructure at the National Institutes of Health, \$16,814,200. These are in the Maryland and District of Columbia area. A post office annex, cost \$642,600, and a \$3,786,600 marine hospital project, both in California, make up the rest of the construction program.

SOUTH'S CONSTRUCTION BY TYPES

	August, 1950 Contracts Awarded	August, 1950 Contracts to be Awarded	Contracts Awarded First Eight Months 1950	Contracts Awarded First Eight Months 1949
PRIVATE BUILDING				
Assembly (Churches, Theatres, Auditoriums, Fraternal)	\$14,800,000	\$11,440,000	\$85,634,000	\$68,463,000
Commercial (Stores, Restaurants, Filling Stations, Garages)	16,120,000	18,372,000	78,701,000	34,944,000
Residential (Apartments, Hotels, Dwellings)	62,268,000	36,573,000	638,002,000	346,970,000
Office	11,367,000	7,545,000	55,615,000	85,986,000
	\$104,765,000	\$73,930,000	\$834,472,000	\$555,643,000
INDUSTRIAL	\$94,606,000	\$199,397,000	\$672,341,000	\$365,521,000
PUBLIC BUILDING				
City, County, State, Federal & Hospitals	\$39,347,000	\$64,580,000	\$248,213,000	\$750,473,000
Schools	33,364,000	36,326,000	357,718,000	304,136,000
	\$72,711,000	\$101,106,000	\$346,431,000	\$446,559,000
ENGINEERING				
Dams, Drainage, Earthwork, Air- ports	\$22,104,000	\$57,631,000	\$165,355,000	\$113,761,000
Federal, County, Municipal, Elec- tric	3,725,000	13,431,000	97,839,000	50,963,000
Sewers and Waterworks	18,831,000	26,751,000	91,972,000	79,985,000
	\$44,660,000	\$97,813,000	\$355,097,000	\$250,711,000
ROADS, STREETS AND BRIDGES	\$44,674,000	\$81,761,000	\$389,467,000	\$333,416,000
TOTAL	\$361,474,000	\$589,507,000	\$2,726,408,000	\$1,968,850,000

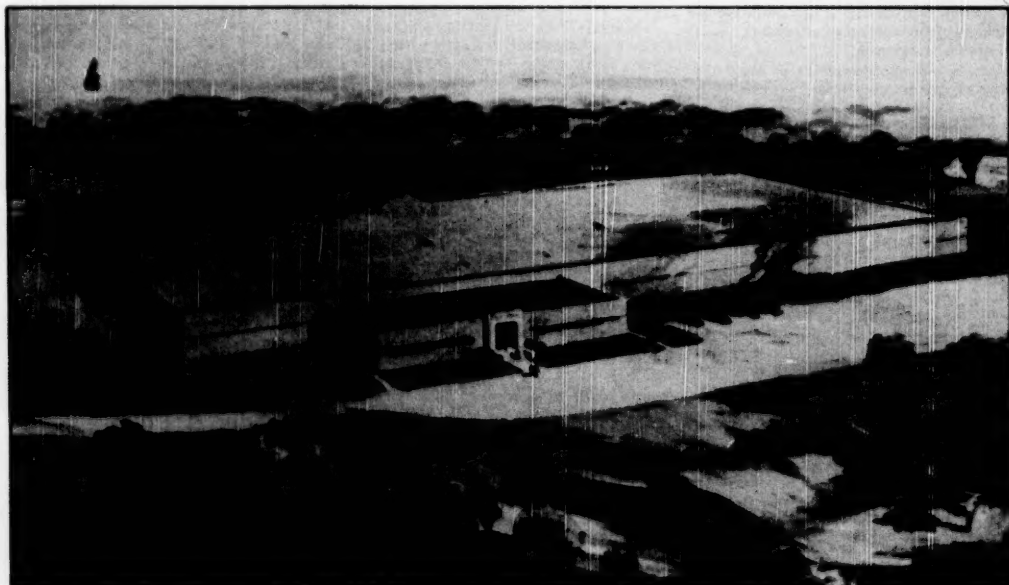
INDUSTRIAL EXPANSION



OKLAHOMA

CONTINENTAL OIL CO. HAS AWARDED CONTRACT FOR CONSTRUCTION OF A \$2,250,000 RESEARCH LABORATORY BUILDING IN PONCA CITY, OKLA., THAT WILL PROVIDE THE COMPANY WITH ONE OF THE MOST ADVANCED DEVELOPMENT AND RESEARCH PROGRAMS IN THE AMERICAN OIL INDUSTRY. THE NEW STRUCTURE, AS SHOWN IN THE ARCHITECT'S SKETCH, ABOVE, WILL BE THREE STORIES AND IS EXPECTED TO BE COMPLETED BY THE FALL OF 1951. APPROXIMATELY HALF OF THE BUILDING WILL BE OCCUPIED BY THE COMPANY'S CENTRAL RESEARCH LABORATORIES, WHICH WILL INCLUDE

AN ORGANIC CHEMICAL LABORATORY, COMPRISED OF A PETROLEUM CHEMICAL DIVISION AND A LUBRICATING OIL DIVISION; A PHYSICS RESEARCH LABORATORY, FOR RESEARCH IN ELECTRONICS, X-RAY DEFFRACTION AND MASS SPECTROMETRY; AN ANALYTICAL LABORATORY, CONSISTING OF BOTH CHEMICAL AND PHYSICAL METHODS UNITS; AND A COLLOID LABORATORY, FOR CARRYING ON FUNDAMENTAL WORK ON GREASES AND ALLIED MATERIALS. CONSTRUCTION OF THE NEW FACILITY WILL BEGIN IN SEPTEMBER. IT WILL CONTAIN ALMOST 40,000 SQ. FT. OF FLOOR SPACE, ALMOST DOUBLING THE EXISTING LABORATORY SPACE. CONTRACT FOR THE UNIT HAS BEEN AWARDED TO WIGTON-ABBOTT CORP.



SOUTH CAROLINA

\$4,000,000 FINE-COMBED FABRICS PLANT FOR MAVERICK MILLS ON WHITE HORSE RD., GREENVILLE, S. C. TO BE KNOWN AS WHITE HORSE MILLS. THE PLANT WILL EMPLOY 400 WORKERS. (DANIEL CONSTR. CO., BUILDERS.)

INDUSTRIAL EXPANSION



MODERN BUILDING MATERIALS AND STANDARD BUILDING ELEMENTS PLAYED AN IMPORTANT PART IN THE COMPLETION OF THE A. O. SMITH CORP. OF TEXAS' NEW \$5 MILLION LARGE DIAMETER PIPE MILL WITHIN NINE MONTHS OF THE AWARD OF CONTRACTS TO THE AUSTIN CO., COVERING DESIGN AND CONSTRUCTION.

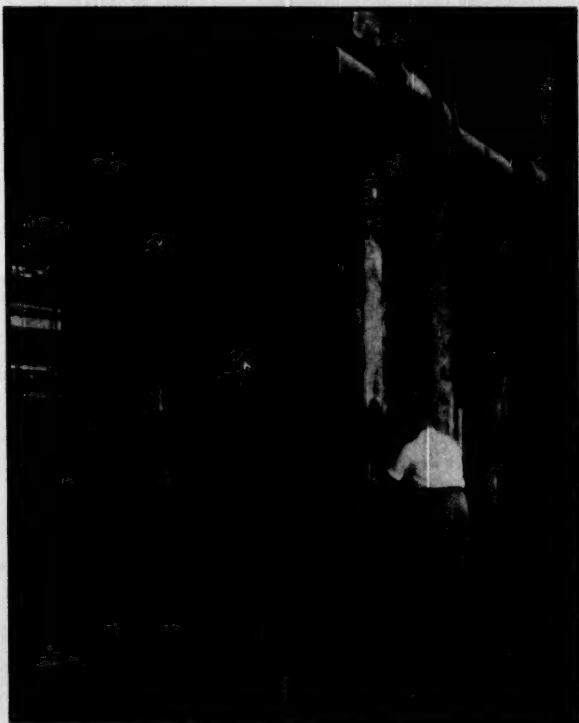
IN TEXAS

PRODUCTION OF LARGE DIAMETER WELDED STEEL PIPE FOR THE NATION'S OIL AND GAS INDUSTRIES HAS BEGUN AT THIS NEW PLANT IN THE HOUSTON SHIP CHANNEL INDUSTRIAL AREA.

THE PIPE PLANT, THE SECOND LARGEST OF ITS KIND IN THE WORLD, EMPLOYS MORE THAN 400 PERSONS AND IS SCHEDULED TO REACH PRODUCTION OF APPROXIMATELY 40,000 TONS OF PIPE PER MONTH IN OCTOBER.

A. O. SMITH CORP. OF MILWAUKEE AND SHEPPARD STEEL CORP., A SUBSIDIARY OF ARMCO STEEL CORP., ARE JOINT OWNERS OF THE PIPE MILL.

THE PLANT WILL BE OPERATED ON A THREE SHIFT BASIS, WITH 25 PRODUCTION DAYS PER MONTH. IT IS EQUIPPED AT PRESENT TO MAKE PIPE IN SIZES FROM 16 TO 36 INCHES.



NEXT TO LAST STEP IN MAKING THE WELDED PIPE FROM PLAT PLATE. THE OVAL SHAPE MOVES INTO THE GIANTIC PRESS, AND, UNDER TREMENDOUS PRESSURE, BECOMES A CYLINDER, WITH ONLY A NARROW OPENING LEFT TO BE WELDED.

More Newsprint

A \$40,000,000 newsprint manufacturing plant—the third of its kind in the South—will be constructed at Butler, Ala., according to an announcement by Paul D. Hammacher, of Washington, who was instrumental in developing the project which will produce 200 tons of newsprint and 400 tons of kraft board daily.

Proposed for a 50-acre site in the western part of Alabama, the plant will involve construction of pulp mill, bleacher plant, machine room, boilerplant, and the many other structures needed for an operation of its large size. Discussions now underway will decide what type of construction is to be used.

Three machines will be installed in the machine building, which must necessarily be of great length because of the size of the installations approximately 500 feet long, 20 feet wide and 40 feet high. The two newsprint units will each have a capacity of 100 tons daily; the kraft board machine, 400 tons.

The project dates back to 1947, when Mr. Hammacher contacted the seven railroads serving the South. These submitted a list of 22 mill sites, which he and engineers personally inspected in Arkansas, Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, North and South Carolina and Virginia.

The Butler location was selected because it was felt that it offered more than the usual requirements for a large paper operation, which are large quantities of pure water, an adequate supply of pulp wood, continued fuel resources, transportation facilities and community support.

Construction is to be started in January, Mr. Hammacher revealed, by J. A. Utley Co., a Detroit firm, which constructed the Willow Run bomber plant. L. Morris Mitchell, of New York, is the consultant. He is a former vice-president of Merritt-Chapman & Scott Co., builders of a number of southern paper mills. Designing engineers have not been selected, although a northern firm is favored.

The plant will use 25 per cent hardwood and the balance pine pulp. Pledges have been obtained from owners of 821,000 acres of woodlands in Choctaw County, where the plant is to be built, and five adjacent counties in Alabama and two in Mississippi. Leases are later expected on 600,000 acres.

Five railroads serve the Butler site. These are the Southern, Frisco, Illinois Central, Louisville and Nashville and Gulf, Mobile and Ohio. Sales and distribution will be concentrated in the areas contiguous to these lines, with none expected north of Washington, the Southern's terminus.

Spending By Steel Companies Boost to Purchasing Power

In addition to paying out the dollars received from customers, the steel industry has added to the public's purchasing power by distributing funds received through increasing its long-term debt

nearly \$200 million in the past four years, American Iron and Steel Institute reports.

Two additional facts indicate that iron and steel companies have paid out purchasing power to the public at an extraordinarily high rate in 1946-49 through drawing on their resources and credit:

1. The ratio of current assets to current liabilities declined during the four-year period from 3.5 to 2.7.
2. The combined retained earnings of the companies, or the part of net income left after the payment of dividends, supplied only about half the \$2 billion which the companies invested in additions and improvements in the four years.

"Retained" earnings of nearly \$1 billion

in four years have been insufficient to maintain current assets at their earlier ratio. Retained earnings have not been kept as "money," but have been continuously paid out to improve and enlarge capacity. They represent purchasing power already distributed to masons, structural steelworkers, machinists and many others.

In the past four years the dividends by iron and steel companies representing 91 per cent of ingot output, were 43 per cent of net income the latter being over \$1.7 billion.

These data are based on financial reports of iron and steel companies representing more than 91 per cent of ingot production in four years 1946-49.

Atlantic Steel Forms Product Engineering Department

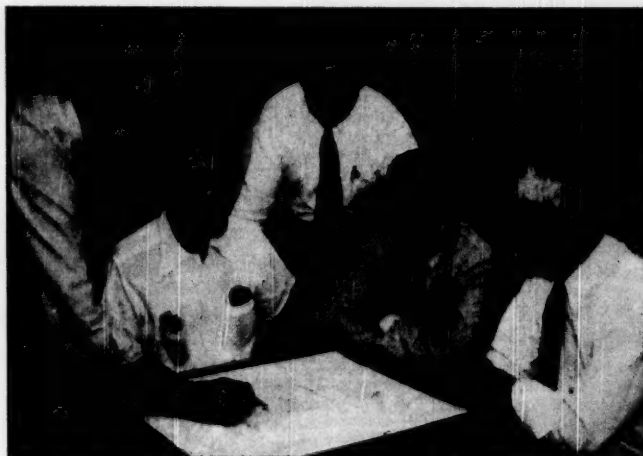
In response to the marked growth of metal-working industries throughout the South, and to increased demand for diversification of its own products, the Atlantic Steel Company, Atlanta, has announced the formation of a Product Engineering Department.

R. S. Lynch, president of the company, stated that the new department had begun operations effective August 1, 1950. He defined the objectives of the unit as including:

- (1) Arousing of consumer interest and stimulation of sales so as to hold or increase the company's share of existing markets.
- (2) Utilization of idle production and sales facilities through opening of new markets.
- (3) Diversification of product lines so as to reduce seasonal and long-term fluctuations in production and sales.
- (4) Direct services to Atlantic Steel customers as well as to other metal consumers and fabricators in the form of free consulting-

type assistance in such areas as product design, plant layout, fabrication problems, metallurgical problems, market surveys and analysis and similar manufacturing and marketing problems.

In commenting on the long-range program of product development which his company is planning, Mr. Lynch stated: "Atlantic Steel Company is widely recognized as one of the two or three most diversified steel mills in the United States. Not only does industry in the southeastern region afford us at this stage of its development a great opportunity for keeping our own products adapted to its needs; but it is also our decided obligation to Southern industry and agriculture to create research and development services which are predicated on broadening the productive capacity of industry in the region, to help them to improve their application of steel in the processing of their products, and to offer other direct aids which will result in improved quality and design of finished steel products made by Southern manufacturers."



Product Engineering Department of Atlantic Steel Co. L. to R.—M. F. Wiedl, Jr., F. A. Teeple, Jr., E. R. Rushin, F. O. Reese, L. A. Wallace.

SOUTHERNERS AT WORK

Bellows Named Chairman Houston Port Commission

Warren S. Bellows has accepted the chairmanship of the Houston Port Commission. He is head of one of the largest construction companies in Texas and former president of the Houston Chamber of Commerce. He succeeds Col. Wilson G. Saville, who declined reappointment to devote more time to his personal business.

Known as a "builder of skylines," Mr. Bellows came to Houston in 1923 and has built a large number of the towering buildings that dot the Houston area. His firm built the famed San Jacinto monument and was a partner in the construction of the Corpus Christi Naval Air Station.

A graduate of the University of Kansas in civil engineering, Mr. Bellows' first job in the construction industry was as a timekeeper for the Union Pacific on a track-laying job in Kansas. He later worked as a transit man on the Los Angeles aqueduct job, helping survey a line across the Mojave desert at the age of 17.

Robertson Named Chairman Of Champion Paper

At a general board meeting recently, Reuben B. Robertson, president of the Champion Paper & Fibre Company, was advanced to chairman of the board.

Mr. Robertson has been president of the company since 1946. Before that time he was president of the Champion Paper and Fibre Company of Canton, N. C., until it merged with Champion Coated Paper Company of Hamilton, Ohio, in 1935.

His son, R. B. Robertson, Jr., will succeed his father as president. He joined the Champion organization in 1928 and has served the company in Hamilton, Ohio, Canton, N. C., and Houston.

Edgar S. Cox Named By Houston Bank & Trust

Edgar S. Cox has recently been made assistant trust officer of the Houston Bank & Trust Company. Mr. Cox, a native Texan, began work for the Houston Bank & Trust Company ten years ago as a messenger, and since that time has worked in various departments of the bank.

He attended the University of Houston and during the recent war, served in the United States Marine Corps.

Research Institute Names Ceramics Engineer to Staff

Due to expansion of its work in ceramics and geology, Southwest Research Institute of San Antonio, Texas, has increased its staff in those fields with the

appointment of John E. Funnell, ceramics engineer and economic geologist.

In announcing the staff expansion, Dr. Harold Vagtborg, president of the non-profit industrial research organization, asserted that there was developing an increasing interest in industrial minerals of the Southwest.

"The area has an abundance, variety and quality of industrial minerals that few regions in the world can match," Dr. Vagtborg said. "And of possibly even greater importance is the wealth of fuels with which to process these minerals. Through this combination it is entirely possible for the Southwest to become one of the richest industrial regions in the world."

A graduate of Virginia Polytechnic Institute, Funnell's special fields of research are ceramic engineering, glass technology, raw materials evaluating and processing, and regional mineral survey work. He has been with Carnegie-Illinois Steel Corporation as a control engineer and with Corning Glass Works as a research ceramist.

Armstrong Rejoins Dan River Mills

Russell B. Newton, president of Dan River Mills, Inc., Danville, Va., recently announced that Robert W. Armstrong will rejoin that company after an absence of some months, to assist W. J. Fullerton in the fabric development and research department.

Mr. Armstrong will work with Mr. Fullerton in the promotional end of that department which has direct contact with fashion editors, manufacturers, retailers and designers for all divisions of the mill.

During the past 19 months, Mr. Armstrong was with Warner and Swasey in development and sales of the Sulzer Weaving Machine. Before that, he had been with Dan River for five years, gaining a background in promotion, research and manufacturing. Mr. Armstrong was manager of the licensing division of the Dan River research department.

J. J. Finnigan Company Celebrates 62nd Year

Over 250 officials, employees and guests of the J. J. Finnigan Company recently celebrated the Atlanta firm's 62nd year in business. Finnigan, one of Atlanta's oldest concerns, has been in continual operation since 1888, producing boilers, tanks, pressure vessels, smokestacks and industrial power equipment.

Just prior to their anniversary, J. J. Finnigan Company had joined two new buildings to the original structure, adding 10,000 square feet of floor space. This, plus new fabricating equipment, will increase the plant's productive capacity to meet the demands of industry.

Finnigan, boasting one of the most complete boiler plants in the Southeast, has gained recognition in the fabrication of steel, stainless steel, stainless clad, and other alloy equipment; has earned an enviable reputation in the fabrication of stainless steel vats for packaging, dyeing and sizing in the textile trade, and is presently equipped to assist in the design and specifications for various industries requiring special built items.

In the foreground of the photograph below, from left to right are: Mr. William J. McAlpin, President of J. J. Finnigan Co., Inc.; Honorable William B. Hartsfield, Mayor of the City of Atlanta, and Mr. Paul Weir, Superintendent of the Atlanta Water Works.

Officers and directors of J. J. Finnigan Co., Inc., are: William J. McAlpin, President; C. F. Breen, Vice President; Mrs. Mae McAlpin, Secretary and Treasurer; Robert B. Troutman, Jr., and H. F. Eldson.



W. J. McAlpin

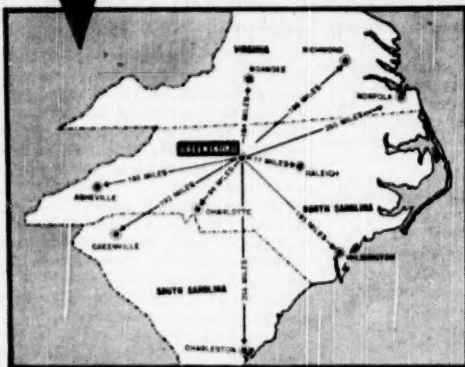
W. B. Hartsfield

Paul Weir



Check These 16 Important Profit-Factors For Your Plant Location in This Prime Industrial Area

GREENSBORO, N. C.



☐ Site Locations

Over 5,000 acres of excellent, accessible plant sites await your inspection. Regardless of size, your business can be accommodated in Greensboro.

☐ Building Costs

As the steel, brick and tile, cement block and lumber prefabricating center of the state, Greensboro offers advantages favorable to economical building.

☐ Labor

This area exemplifies the versatility of our labor force, which is 99.8% American born, intelligent, ambitious, stable, loyal, easily trained, and willing to work.

☐ Transportation

Daily schedules—34 passenger and 35 freight trains, 55 package cars, 226 buses, 35 planes. Direct truck and rail service, and connections provided to North, East, South, West.

☐ Raw Materials

Greensboro has many raw materials at hand. Excellent transportation into Greensboro of farm products from the east and minerals from the west.

☐ Power

Duke Power Company has added over \$125 million in new plants and distribution. Adequate supply and favorable rates afford a competitive advantage.

☐ Water

Supplied by a water shed of 75 square miles, draining into a 450 acre lake. Average annual rainfall is 44.77 inches, assuring Greensboro of an adequate supply of soft water.

☐ Taxes

Guilford County is almost debt-free and operates on a pay-as-you-go basis. County tax rate: 98c per \$100, plus 39c Greensboro School District Tax Rate. City Rate: \$1.67.

☐ Government

Guilford County is administered by a commission of five; uses a county manager system. Greensboro is administered by a non-partisan council with a full time city manager.

☐ Education

In Greensboro, institutions of higher learning include five colleges, plus 23 public schools, including 3 senior high, 6 junior high 2 parochial schools.

☐ Recreation

There are 47 parks totaling 678 acres and year-round recreation program. Three 18 hole country club golf courses; two municipal courses; 10 theaters, facilities for major sports.

☐ Agriculture

N. C. farm products top the South, east of the Mississippi. Greensboro's 12-county trading area produces one-eighth of the state's agricultural value (\$182,610,000).

☐ Markets

Greensboro has a larger population within a 50-mile radius than any other city in the Southeast. It has excellent facilities for serving neighboring states.

☐ Health

Rural and Public Health service in Guilford County is the largest Health Unit in the State. It employs three full-time health officers with competent, well-equipped staffs.

☐ Climate

Temperate, pleasant and healthy. Mean annual temperature — 57.2 degrees. Average annual rainfall—44.77 inches; Days of clear sunshine annually — 110; Humidity—53, 185.

☐ Operating Costs

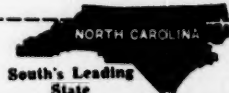
In Greensboro manufacturers operate at a cost that compares favorably with any other section of the U. S. In 1948, the manufacturing sales of the area were over \$1 billion.

To: Manufacturers Seeking New Locations for Wholesale and Distribution Activities . . .

Greensboro warrants unusual consideration. Located in the heart of the greatest manufacturing area in the South, in one of the most important distribution centers of the South, Greensboro and its 12-county market has the people, buying income and other factors for a successful operation.

Further Information for Your Specific Needs Can Be Obtained by Writing to

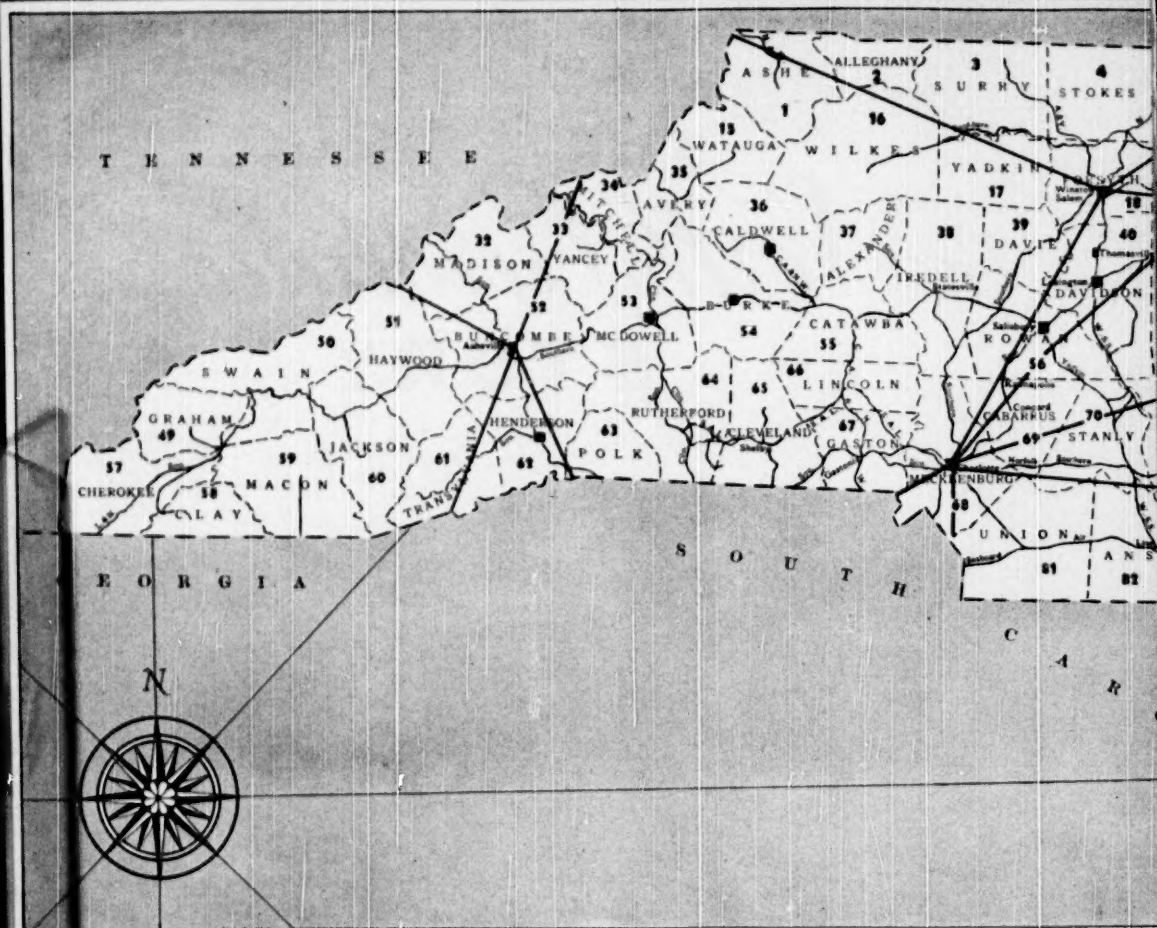
GREENSBORO CHAMBER OF COMMERCE



Picture on facing page shows Cone Mills, Greensboro, N. C.

THE
North Carolina
STORY





NORTH CAROLINA

Its principal raw materials by counties, and transportation facilities.

Agricultural Crops

Cotton: 5, 6, 8-14, 16-31, 36-47, 53, 54, 56, 63-100.

Corn: All counties.

Tobacco (bright leaf): 3-14, 16-30, 36-47, 55, 56, 67, 71-80, 82-100.

Tobacco (burley): 1, 2, 15, 16, 32-35, 49-54, 57-64.

Grains and forage crops: All counties.

Peanuts: 3-5, 9-14, 16-20, 22-31, 36-47, 51-56, 63-79, 81-100.

Soybeans: 1-47, 49-100 (principal): 25, 28-31, 46, 75, 76, 78-80, 86, 87.

Truck: 1-100 (principal): 1, 15, 27, 29, 31, 35, 62, 84-88, 95, 97, 99.

Apples: (principal): 3, 16, 37, 51, 52, 62, 63.

Peaches: (principal): 3, 63, 64, 71, 72, 82-85.

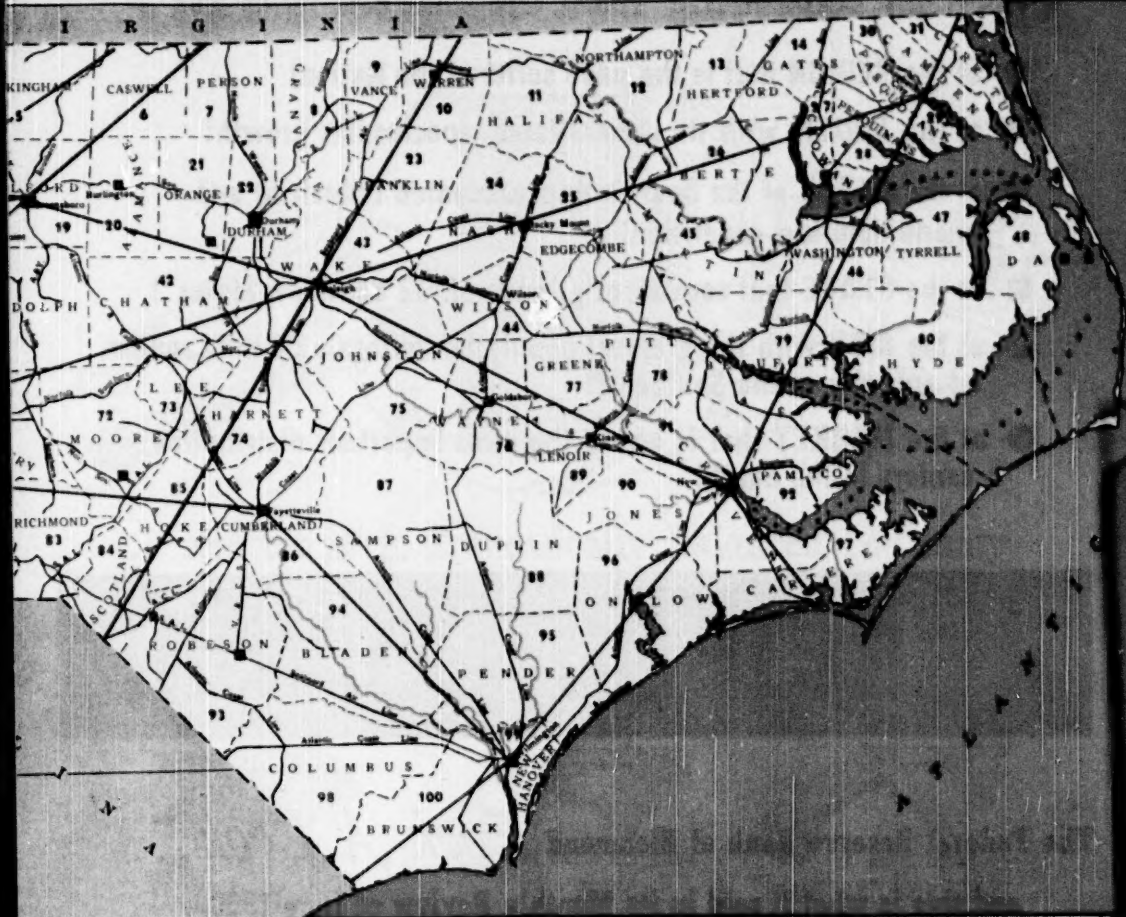
Timber

Longleaf pine: 71-74, 83-88, 90, 91, 93-100.

Shortleaf pine: 1-7, 15-22, 35-41, 53-56, 63-71, 81-83.

Loblolly pine: 8-14, 23-31, 42-48, 72-80, 84-100.

FRONTISPIECE—View of Cone Mills at Greensboro, North Carolina.



Gums and mixed lowland hardwoods: 12-14, 26-31, 45-48, 75, 76, 78-80, 86-88, 90-100.
Upland oaks, hickories and other hardwoods: 1-7, 15-22, 32-41, 49-71, 81-83.
Spruce: 15, 33-35, 50-52, 60.
Hemlock: 1, 2, 15, 16, 32-36, 49-54, 57-64.

Pyrophyllite: 8, 21, 41, 72.
Spodumene: 65, 67.
Granite: 1-4, 8-10, 15, 17-19, 23, 38-40, 43, 50, 54, 56, 68, 69, 81.
Marble: 50, 57.
Limestone: 4, 17, 32, 34, 50, 53, 55, 60-62, 67.
Marl: 12-14, 26-31, 45-48, 76, 78, 79, 88-92, 95-99.

Minerals

Copper: 1, 8, 49, 50, 51, 60, 69.
Nickel: 52, 58, 59, 60.
Tin: 66, 67.
Lead and zinc: 40, 51, 53, 71.
Clay, kaolin: 33, 34, 35, 51, 59, 60.
Kyanite: 1, 16, 33, 34, 38, 51-53, 58-60, 66, 67.
Feldspar: 1, 32-35, 50-52, 60, 64.
Mica: 1, 15, 33-36, 51-53, 58-61, 64, 65.

Commercial Fisheries

11-14, 25-31, 45-48, 79, 80, 91, 92, 95-97, 99, 100.

Railroads

Navigable Rivers

Airlines

■ Airports—also at principal cities printed in red

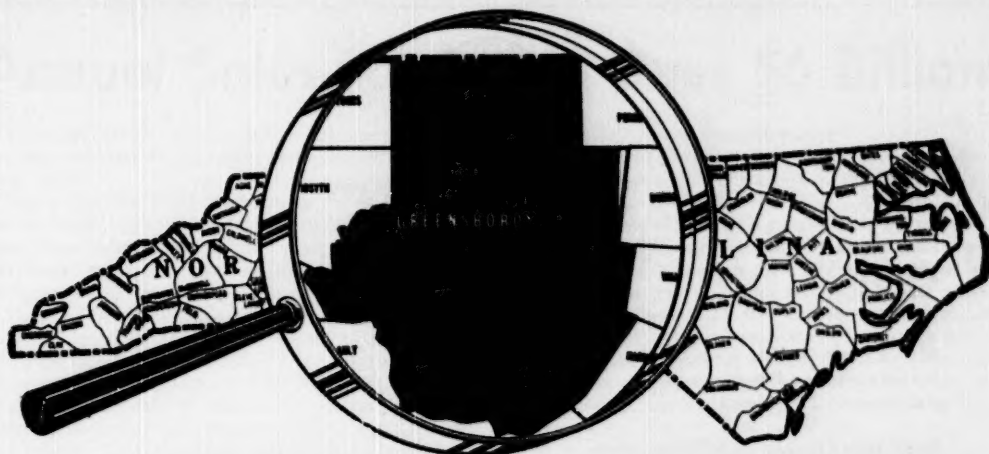
Take A Look... a long, thoughtful, penetrating look—

- at the **REGION** that is the pace setter of the Nation!
- at the **SOUTH** with its unparalleled, spectacular growth!
- at the **HEART** of the South's unprecedented industrial and manufacturing expansion!
- at the **STATE** that consistently leads all 12 Southern States*!
- at the **CITY** with the greatest population within a 50-mile radius of any city in the Southeast!
- at the **MARKET** that is one of the most important distribution centers in the South!

The Federal Reserve Bank of Richmond *Took A Look...* and this is what it said in its **Monthly Review of June 1950—**

- "The Piedmont region of the Carolinas furnishes an outstanding example of the industrial progress that has given rise to the 'New South' . . . a spectacular growth probably unmatched by any area of comparable size in the nation."
- "Never in its history has the South had a period of industrial growth and diversification comparable to that of the past five years."
- "The Piedmont region has paced this industrial expansion . . . has not only become the industrial belt of the Carolinas and one of the fastest growing industrial areas in the South but of the entire nation."
- "Although the Piedmont contains only about 50% of the population of the two states, it accounts for over three-fourths of all the manufacturing workers and wages, almost 80% of the value added by manufacturing, and 63% of all manufacturing enterprises in the two states." (Note: North Carolina manufacturing value is \$4,079,800,000 and South Carolina manufacturing value is \$1,890,200,000. Source: Manufacturers Record Blue Book 1950.)
- "Greensboro has a greater population within a 50-mile radius than any other southeastern city."
- "A relatively large rise in consumer purchasing power has marked the Piedmont area as one of the the most important markets in the country." "Greensboro is one of the most important distribution centers in the South."

North Carolina—The South's Number One State



.. and the Rich, Economically Balanced 12-County

Where

in North Carolina 12 COUNTIES

—just 1/8 of the State's 100 counties—account for . . .



assures the 12-County Greensboro Market a balanced economy as reflected in . . .



who live and work in the 12-County Greensboro A.B.C. Trading Zone, and produce . . .



due to exceptionally high effective buying incomes, demonstrated by 1949's volume of . . .



which, when added to multi-million dollar insurance, education and distribution business, and . . .



which identifies the Greensboro area as an unusually high calibre market for every type of business!

70% DAILY COVERAGE

of the 12-County Greensboro Market is provided by the Greensboro News and Record!

MARKET INFORMATION

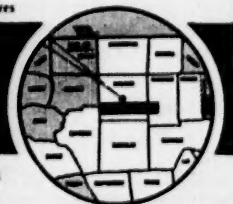
is available through any of the Jann & Kelley offices or the Greensboro News and Record.

*12 Southern States East of the Mississippi River

Sales Management and Manufacturers Record Figures

*Greensboro
News and Record*

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.





STATE OF NORTH CAROLINA
GOVERNOR'S OFFICE
RALEIGH

W. KERR SCOTT
GOVERNOR

August 1, 1950

Mr. Frank Gould, President
Manufacturers Record
Baltimore, Maryland

Dear Mr. Gould:

I am happy to learn that the Manufacturers Record is telling the story of North Carolina's progress in its September issue.

North Carolina's leadership in the New South is no accident. In the last half century we have achieved the transition from an agricultural economy to a position of sound balance between industry and agriculture. This has been accomplished not only through utilization of our bountiful resources, but through greatly strengthening services of government and stabilization of our tax structure.

There has been NO increase in corporate taxes in North Carolina since 1933. In 1947 we reduced our franchise rate. Our State revenues have consistently exceeded appropriations. Constantly increasing yields from the realistic tax basis established 17 years ago have been adequate to finance expansion of public services in keeping with growing needs of a progressive state.

North Carolina welcomes industry. Business prospers here. Our industry is diversified.

In North Carolina there is ready accessibility to men, markets and materials -- all essential to successful business operation. North Carolina is a State of many small towns and few cities. Nearly seventy percent of its population is rural; yet with the State's vast road, school, hospital and rural electrification and telephone systems, its people are able to enjoy the advantages of urban employment and conveniences.

In the Atomic Age, North Carolina offers advantages of dispersion and decentralization unequalled in the American Union. New industry, both large and small, is accepting our invitation to come, investigate and locate. That invitation is open to all alert industrialists who wish to "Go Forward" with us, and the facilities of our Department of Conservation and Development are at the disposal of those desiring assistance in locating plants to best advantage.

Sincerely yours,

W. Kerr Scott

WKS:cn

Annual Sales-Purchases Over \$6 Billion

When appraising a given region's economic strength, facilities for marketing goods and services are of prime importance.

North Carolina stands high among the 48 states as an important marketing unit. The state's four million population ranks second in the South, paced only by Texas, and tenth in the Nation. From this standpoint alone, its market potential stands out prominently.

To know that a certain market exists, however, and to know how to reach it and appeal to it are two different things. Given markets may balance in volume, yet hold potential for very dissimilar types of goods and services. A community grouped about a commercial center, for instance, holds out good sales opportunity for commodities applicable to individual use. An industrial center, such as a cotton mill town, holds out additional prospects for sale of large quantities of raw materials, and factory supplies and equipment.

For the purpose at hand, then, it will be assumed that North Carolina markets fall into two general classes: the first motivated by consumer demand; the second by industrial demand.

The most important economic elements entering into the first are population and wage-salary income. Consumer demand is generated by people, but it is effectuated by income, or in this case purchasing power.

To the latter of the two elements must go greater credit for increase in North Carolina's consumer market. Population, numbering some 3.8 million in 1939, increased only 13 per cent, to 4.0 million in 1950. On the other hand, income from wages and salaries increased from \$664 million in 1939 to \$2322 million in

1949, a dollar rise of over 250 per cent.

Volume of retail sales and services in the state closely parallels this trend. Combined volume of these consumer-serving industries was \$2.9 billion in 1949, against \$0.8 billion in 1939, a gain of some 200 per cent. Assuming a relatively stable price level for the future, there is strong indication that for many foreseeable years, not less than \$3 billion will be available annually in North Carolina for the purchase of commodities that go to satisfy purely individual needs and wants.

This amount represents about 2.5 per cent of the national total, and 8 per cent of the total for the South. It constitutes a consumer market of outstanding importance.

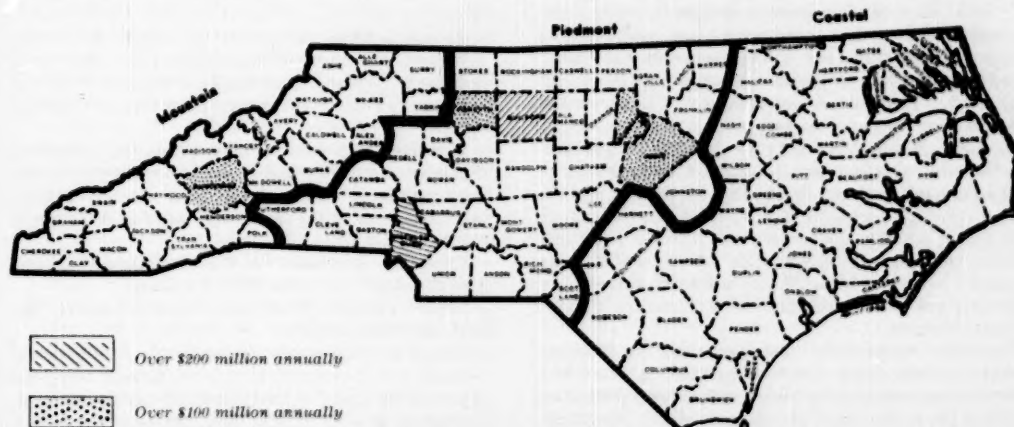
It is interesting to note whence comes the wherewithal for sustaining this market, especially when comparison is made with the Nation at large.

Headline contributor in North Carolina as in the Nation is manufacturing, with payroll payments in the former amounting to \$807 million; in the latter, \$41996 million; North Carolina's share, 2 per cent.

As runner up, it again is the same industry that holds the spot in both areas. Trade furnishes payrolls in the amount of \$440 million in North Carolina; \$29035 in the United States; the state's share, 1.5 per cent.

At the next point, however, a divergence occurs. Farm payrolls, including commensurate allowances for family as well as hired workers, takes third place in North Carolina, with utilities slightly outranking the service trades for third in the U. S.

Payroll income in North Carolina flowing from farming totals \$401 million; in the U. S., \$9410 million;



One-third of consumer purchases (retail and service) made in North Carolina in 1949 were made in six counties, two of which recorded purchases of over \$200 million, and four with purchases of over \$100 million. Five of the six counties lie within the Piedmont Section.

state's share, 4.2 per cent.

Payrolls from the service trades and professions rank fourth for state and Nation, \$287 million for the state and \$13598 for the Nation; state share, 2.1 per cent.

In connection with the service trades, it is worth noting that North Carolina's percentage of the national total almost doubled between 1939 and 1949. This point is especially noteworthy from the fact that income from this source has been vastly augmented by a rising tide of tourist trade.

This growing wave of tourism, now widely heralded throughout the South as a powerful income making agent can be expected to become more, rather than less, influential in the future status of North Carolina's consumer market. Probably no state in the Union possesses more natural facilities for travel and recreation. For more complete presentation of this phase of the subject, the reader is referred to page 96.

Returning to the detail of income distribution, another divergency between state and national ratios is to be found. Utilities, already seen to rank third in the U. S. classification, are fifth in North Carolina. The amounts of payroll payments are, for North Carolina \$215 million, for the U. S., \$13841 million; state share 1.5 per cent.

Sixth, seventh and eighth ranks are identical for state and Nation, as follows:

Construction for N. C. \$105 million; for U. S. \$1630; state share less than one per cent;

Finance and real estate, N. C. \$64 million; U. S. \$1336; state share less than one per cent;

Mining, N. C. \$3 million; U. S. \$1478 million; state share less than one per cent.

It has already been noted that wage-salary payments constitute the most important element contributing to consumer purchasing power. Data respecting wage-salary payments, as used in the present analysis, include wage allowances for family workers on farms and salary allowances for selfemployed operators of unincorporated business. Average wage rates for respective industries are used in computing these allowances.

After all such allowances are made, however, it becomes apparent that consumer market potential goes beyond total wage and salary payments even when bolstered by the aforesaid allowances. It is obvious that other elements are contributory to funds used to make purchases of consumer goods.

Chief among these, perhaps, is that part of proprietorship profits which is used for personal rather than capital purposes. In the case of North Carolina, farm profit is especially significant in this connection. It will be noted in the ensuing geographical detail that those counties and communities that present striking deficits between consumer purchases and wage-salary income are usually substantial producers of agricultural products.

Besides wage-salary and proprietorship income, there are also other contributing factors. The effect of tourism has already been touched upon. Another factor lies in the realm of consumer credit. Many consumer purchases are not made from immediate income, and represent therefore a lien against income of the future. Space and purpose do not permit here full con-

sideration of the effects of credit on market potential. It is, however, a factor of considerable significance, especially when viewed from the longterm standpoint.

Regardless of all qualifying factors, wage-salary income as the potential, and actual record of sales as the experience, remain the best guides available along routes leading to new or expanded sales.

In North Carolina, geographical routes leading to sales may be said to branch three ways—that is to say in the direction of the three natural geographical divisions of the state.

PIEDMONT—The Piedmont Section, most important of the three by far when judged by marketing standards, consists of 36 counties and 20 marketing centers. Consumer purchases in the trade and service industries totaled \$1,716.9 million in 1949. Payroll payments totaled \$1,544.2 million. Farm profits, after family wage allowances, and estimated from the statewide ratio of profits to production, totaled \$102.3 million.

Ranking second in consumer market potential, the Coastal Section embraces 39 counties and 12 major market areas. Consumer purchases totaled, in 1949, \$809.8 million; payrolls, \$497.8 million; farm profits, \$138.1 million.

The Mountain Section, with 24 counties and 10 market centers, enjoyed consumer purchases amounting to \$369.9 million; payrolls, \$279.6 million; farm profits, \$31.2 million.

Beginning with analysis of the Piedmont Section:

Leading consumer market center in this section, as well as in the state at large, consists of the community embraced in Mecklenburg and Union counties. Charlotte is the urban center.

Although it is a very important manufacturing center, the general economy of this community runs most strongly to commerce. Farming, while of substantial volume, plays a secondary role in creation of consumer purchasing power.

Retail trade and service volume in 1949 amounted to \$267.4 million. Payroll income totaled \$241.6 million.

Second in importance from the standpoint of markets, and growing more rapidly than any other community in the state, is Guilford County, with the Greensboro-High Point metropolitan area as its urban center.

Manufacturing, construction, utilities constitute the backbone of industry in this community, notwithstanding a very large volume of trade and commerce. Farming ranks in about the same importance as in the Mecklenburg-Union area.

Consumer purchases in Guilford County totaled \$299.8 million; payrolls, \$207.8 million.

Third: Franklin, Wake and Johnson counties, Raleigh the urban center.

This is a community engaged largely in commerce, farming and governmental activity, Raleigh being the capital of the state. Agriculture is especially prominent, furnishing greater income than that provided in any other community of the Piedmont. Manufacturing and other heavy industry is substantial, but less prominent than in either of the foregoing communities.

Consumer purchases totaled \$179.6 million; payrolls, \$96.1 million.

Fourth: Person, Orange and Durham counties, with the city of Durham as urban center.

Like the foregoing, this community depends strongly upon commerce and farming income for consumer income, but not to the same extent. Important manufacturing establishments make even greater contributions.

Consumer purchases totaled \$149.6 million; payrolls, \$109.9 million.

Fifth: Stokes and Forsyth counties; Winston-Salem, urban center.

Manufacturing in this community runs about two to one over other volume of business. It is, however, a well-balanced community surrounded by rich farming country. Consumer purchases, \$130.4 million; payrolls, \$167.5 million.

Sixth: Gaston and Lincoln counties; Gastonia, urban center.

Primarily a manufacturing community, with commerce and agriculture definitely in secondary roles. Consumer purchases, \$101.5 million; payrolls, \$116.8 million.

Seventh: Davie and Rowan counties; Salisbury, urban center.

Largely a manufacturing community, with well-balanced commercial and agricultural support. Consumer purchases, \$62.1 million; payrolls, \$43.9 million.

Eighth: Anson, Richmond and Scotland counties; Rockingham, urban center.

The heavy industries vie with commerce and agriculture in this community, all being more or less on a par so far as creation of consumer income is concerned. Consumer purchases, \$62.0 million; payrolls, \$37.5 million.

Ninth: Alamance County, Burlington the urban center.

A manufacturing center, well supported by commerce and farming. Consumer purchases, \$60.8 million; payrolls, \$75.0 million.

Tenth: Cabarrus County; Concord and Kannapolis comprising a twin urban center. Another community in which manufacturing predominates. Consumer purchases, \$57.5 million; payrolls, \$83.7 million.

Eleventh: Granville, Vance and Warren counties; Henderson, urban center.

Chiefly a rich agricultural community with fair volume of heavy industry and commercial output. Consumer purchases, \$50.4 million; payrolls, \$22.9 million.

Twelfth: Catawba County; Hickory, urban center. Predominantly manufacturing; consumer purchases, \$46.8 million; payrolls, \$53.8 million.

Thirteenth: Rockingham and Caswell counties; Reidsville-Spray, twin urban center.

Balanced economy with agriculture perhaps in the ascendancy; consumer purchases, \$44.7 million; payrolls, \$47.3 million.

Fourteenth: Chatham and Randolph counties; Ashboro, urban center.

Manufacturing center with strong agricultural surroundings; consumer purchases, \$44.3 million; payrolls, \$43.7 million.

Fifteenth: Cleveland County; Shelby, urban center. Fairly evenly distributed economy; consumer purchases, \$42.4 million; payrolls, \$32.0 million.

Sixteenth: Davidson County; Lexington-Thomasville, twin urban center.

Heavily a manufacturing center with lesser but substantial segments of commerce and agriculture; consumer purchases, \$41.3 million; payrolls, \$45.4 million.

Seventeenth: Lee and Moore counties; Sanford, urban center.

Manufacturing leads in importance with agriculture and commerce following in order; consumer purchases, \$41.2 million; payrolls, \$26.1 million.

Eighteenth: Iredell County; Statesville, urban center.

Manufacturing center with well diversified support; consumer purchases, \$40.6 million; payrolls, \$38.0 million.

Nineteenth: Montgomery and Stanley counties; Albermarle, urban center.

Manufacturing leads, followed by agriculture; consumer purchases, \$36.6 million; payrolls, \$34.9 million.

Twentieth: Rutherford County; Rutherford, urban center.

Manufacturing and agriculture balanced with small complement of commerce; consumer purchases, \$27.9 million; payrolls, \$22.8 million.

COASTAL—As has been previously noted, the Coastal Section of the state follows the Piedmont in volume of consumer purchases.

Leading community in the Coastal Section is made up of Harnett, Hoke, Cumberland and Sampson counties, with Fayetteville as the major urban center.

This is the second richest agricultural community in the state, second only to the community of which Raleigh is the center. Farm output is by far the greatest contributor to consumer income in the Fayetteville area. Manufacturing and commerce, both substantial in volume, round out the economy. Consumer purchases in 1949 amounted to \$120.7 million. Payrolls totaled \$79.0 million.

Following closely in second place is the community composed of Columbus, Brunswick, Pender and New Hanover counties, with Wilmington as the market center. Wilmington is a seaport of prominence. It is natural, therefore, that commerce, including large volumes of foreign trade, should take precedence in the matter of consumer income in this community.

Heavy industry is limited and ranks third, following agriculture which is of considerable importance.

Consumer purchases in this community totaled \$108.7 million; payrolls amounted to \$72.5 million.

Third: Nash and Edgecombe counties; Rocky Mount the urban center.

Predominantly agricultural with moderate but well-balanced segments of heavy industry and commerce. Consumer purchases, \$79.0 million; payrolls, \$54.3 million.

Fourth: A six county community embracing Bertie, Martin, Washington, Tyrrell, Beaufort and Hyde. Washington and Plymouth make up the center of mar-

ket activities.

Another prominent agricultural community with moderate complements of general industry. Consumer purchases, \$67.7 million; payrolls, \$31.8 million.

Fifth: Robeson and Bladen counties; Lumberton the urban center.

Predominantly agricultural; consumer purchases, \$61.2 million; payrolls, \$39.4 million.

Sixth: Wayne and Duplin counties; Goldsboro the urban center.

Agricultural and commercial; some manufacturing; consumer purchases, \$66.9 million; payrolls, \$38.1 million.

Seventh: Northampton, Halifax and Hertford counties; Roanoke Rapids urban center.

About equally balanced between farming, heavy industry and commerce; consumer purchases, \$63.8 million; payrolls, \$44.1 million.

Eighth: Five county group: Craven, Jones, Onslow, Pamlico and Carteret; New Bern the urban center.

Agricultural, with well balanced support; consumer purchases, \$62.2 million; payrolls, \$33.9 million.

Ninth: Pitt County, with Greenville as center.

Agricultural; consumer purchases, \$46.7 million; payrolls, \$26.6 million.

Tenth: Seven county group: Gates, Currituck, Camden, Pasquotank, Perquimans, Chowan and Dare; grouped around Elizabeth City.

Farming and fishing; consumer purchases, \$45.4 million; payrolls, \$27.3 million.

Eleventh: Greene and Lenoir counties; Kinston the urban center.

Agricultural; consumer purchases, \$42.1 million; payrolls, \$23.5 million.

Twelfth: Wilson County, with Wilson as its center.

Agricultural; consumer purchases, \$39.4 million; payrolls, \$27.3 million.

MOUNTAIN—Analysis arrives now at the third and last area, the Mountain Section.

Most important marketing community in this section is made up of Buncombe and Madison counties, with Asheville as urban center.

Enterprise of the community is fairly well divided between heavy industry and commercial establishments, with substantial farming output in outlying portions.

Prominent in the community's commercial enterprise is a very large volume of tourist trade, this being one of the most beautiful and popular resort areas of the United States. Mining plays a substantial but minor role.

Consumer purchases in 1949 totaled \$125.1 million; payroll income amounted to \$86.7 million.

Second community from the standpoint of consumer markets is made up of Surry and Yadkin counties, with Mount Airy as urban center.

Mining, manufacturing and other heavy industry form the core of economic activity, with commercial enterprise running about 25 per cent of total volume. Both counties produce also substantial quantities of agricultural products.

Consumer purchases were \$40.7 million; payrolls, \$32.8 million.

Third: Henderson, Polk and Transylvania counties;

Hendersonville, urban center.

A well-balanced economy with heavy industry, commerce and agriculture playing important parts; consumer purchases, \$39.0 million; payrolls, \$24.3 million.

Fourth: Allegheny, Alexander, Ashe, Wilkes, Watauga counties; North Wilkesboro, urban center.

Heavy industry, commerce and farming, all about equal in importance; consumer purchases, \$37.5 million; payrolls, \$21.6 million.

Fifth: Six county group: Swain, Jackson, Graham, Macon, Cherokee, Clay; Bryson City, urban center.

Well-balanced economy; little to choose between industry, commerce and farming; consumer purchases, \$29.4 million; payrolls, \$13.5 million.

Sixth: Caldwell County, with urban center, Lenoir.

Strongly manufacturing, with commerce and farming in secondary roles; some mining in this community; consumer purchases, \$24.5 million; payrolls, \$27.2 million.

Seventh: Haywood County; Waynesville the center.

Another heavy industry community with light commerce but fairly substantial agriculture; consumer purchases, \$23.0 million; payrolls, \$27.3 million.

Eighth: Burke County; Morgantown, center.

Manufacturing and supporting industries comprise three-fourths of business volume. Commerce and farming light; very little mining; consumer purchases, \$21.6 million; payrolls, \$26.0 million.

Ninth and Tenth: Virtual tie in consumer purchases:

(1) McDowell County, Marion the center; largely manufacturing; consumer purchases, \$14.3 million; payrolls, \$15.1 million. (2) Avery, Mitchell, Yancey counties; Spruce Pine the center; balance between heavy industry, commerce and farming. Mineral industries based on natural resources of mica and kaolin are especially important in this community; consumer purchases, \$14.3 million; payrolls, \$6.2 million.

INDUSTRIAL MARKETS—Turning now to the other segment of market potential—that derived from and through industrial enterprise—prospects are to be found that are probably even more pleasing than those present in the consumer markets of the state.

Materials and services used in consummating total business volume amounted to \$7,511.8 million for 1949; \$2,487.0 million for 1939.

From this figure should be deducted the amounts applying to the trade and service industries. Such deduction leaves \$3,440.8 million. This figure represents the materials and services used by all industries outside the trade-service group. In 1939, the amount was \$1,140.8 million. Even after the foregoing deductions, a great many duplications will remain in the industrial material-services total. The same forest products that appear as materials in lumber production will again show up as materials in furniture and related articles. The raw sugar that comprises material in sugar refining will reappear as material in confectionery. Cotton that goes into textile fabrics reappears in finished apparel, and so on, in almost all industrial categories.

Even so, such reappearance of a material necessitates a new transaction, a new sale, and therefore a new market. To reduce industrial materials to a net basis would be to eliminate an essential portion of the industrial market.

The Piedmont Section, found to be outstanding leader in consumer markets, holds still greater leadership in the realm of industrial marketing. Furthermore, within this section itself, more than 60 per cent of its own \$2.5 billion industrial market lies within six of the section's 36 counties. These six counties are: Forsyth, with 10 per cent of the state's industrial market potential; Guilford, Durham, Gaston, Cabarrus, and Mecklenburg, each with 7 to 8 per cent of the state total.

Other important industrial counties in the Piedmont are Rockingham, Alamance, Iredell, Catawba, Davidson, and Cleveland, all running approximately half as important as those in the first division.

In the Coastal Section, four counties—Halifax, Nash, Cumberland and Robeson—present good markets for industrial goods; but none to compare with those of the Piedmont.

Also, in the Mountain Section, there are to be found good industrial markets; but here again considerable growth will be necessary before they can challenge any of the leading counties in the Piedmont. In the Mountain Section, best opportunities lie in Surry, Caldwell, Burke, Buncombe and Haywood counties.

As to type of markets, the range and variety is fairly uniform throughout the state. Manufacturing materials, supplies and services come first by a large margin, totaling in all \$2,745 million; Secondly come farm equipment and supplies, \$228 million; third, utility supplies, \$178 million; fourth, construction, \$154 million; fifth, finance, \$124 million; and lastly, mining, \$9 million.

Summed up, North Carolina's total market embraces annual sales-purchases amounting to well over \$6 billion, a sizable market from whatever standpoint it may be viewed. Little over half consists of industrial transactions, little less than half, consumer transactions.

Is it worth going after?

The Nation's best sales directors, by word and conduct, say "yes."

Salient Data Bearing On Purchasing Power

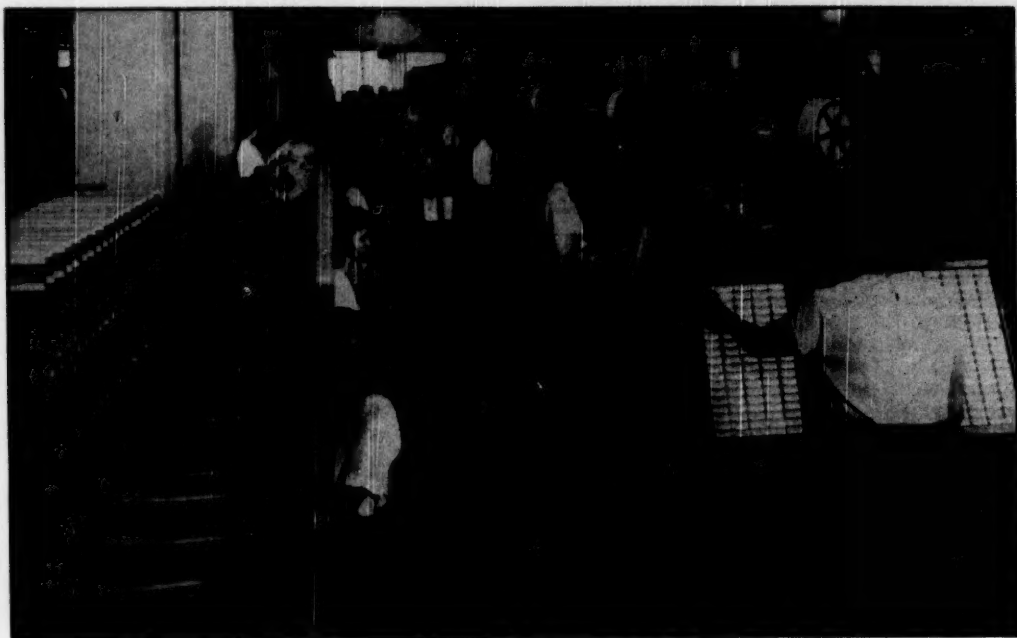
COUNTIES	(1900) Popu- lation*	\$ mil.	
		Retail & Service Sales†	Income From Payrolls†
Alamance	71.0	\$ 60.8	\$ 75.0
Alexander	14.5	5.0	2.9
Allegheny	8.1	2.7	1.1
Anson	26.8	14.3	6.3
Ashe	21.9	6.3	2.6
Avery	13.3	3.3	1.4
Beaufort	37.0	27.5	10.0
Bertie	26.4	14.2	4.2
Bladen	29.7	13.3	6.6
Brunswick	19.2	4.0	2.6
Buncombe	122.6	119.6	84.3
Burke	45.4	21.6	26.0
Cabarrus	64.0	57.5	83.7
Caldwell	43.3	24.5	27.2
Camden	5.2	1.0	.3
Carteret	23.0	12.6	7.7
Caswell	20.9	3.9	1.6
Catawba	61.6	46.8	53.8
Chatham	25.4	13.7	8.6
Cherokee	18.3	8.3	4.0
Chowan	12.5	7.2	4.8
Clay	6.0	.8	.4
Cleveland	64.3	42.4	32.0
Columbus	50.6	28.2	9.9

COUNTIES (continued)	(1900) Popu- lation*	\$ mil.	
		Retail & Service Sales†	Income From Payrolls†
Craven	48.7	31.4	16.4
Cumberland	82.9	67.9	42.7
Currituck	6.2	2.1	1.4
Dare	5.4	3.1	.8
Davidson	62.2	41.3	45.4
Davis	15.4	6.8	6.0
Duplin	41.1	16.2	9.1
Durham	100.6	117.4	94.6
Edgecombe	51.6	34.3	10.4
Forsyth	145.1	125.1	148.3
Franklin	31.3	11.0	4.1
Gaston	110.7	85.9	107.7
Gates	9.5	2.5	1.9
Graham	6.9	2.2	1.0
Granville	31.9	14.9	5.0
Greene	18.0	5.2	2.7
Guilford	190.2	229.8	207.8
Halifax	58.5	41.5	31.6
Harnett	47.6	27.0	20.7
Haywood	37.7	23.0	27.3
Henderson	30.8	24.8	10.4
Hertford	21.4	13.8	8.8
Hoke	15.6	5.7	3.8
Hyde	6.5	1.6	.8
Iredell	56.1	40.6	34.9
Jackson	19.2	7.4	3.6
Johnston	65.8	34.3	9.7
Jones	11.0	2.2	.8
Lee	23.5	17.3	12.5
Lenoir	45.9	36.9	20.8
Lincoln	27.2	15.6	9.1
McDowell	25.7	14.3	15.1
Macon	16.2	6.7	2.5
Madison	20.6	5.5	1.3
Martin	28.0	16.3	9.3
Mecklenburg	196.2	238.6	234.3
Mitchell	15.1	6.4	3.4
Montgomery	17.3	10.5	9.6
Moore	32.9	23.9	13.6
Nash	59.9	44.7	23.9
New Hanover	63.3	72.1	56.8
Northampton	28.4	8.5	3.7
Onslow	41.9	14.0	7.6
Orange	34.4	18.4	9.2
Pamlico	10.0	2.0	1.4
Pasquotank	24.1	23.6	14.2
Pender	18.4	4.4	3.2
Perquimans	9.6	5.9	3.9
Person	24.1	13.8	6.1
Pitt	63.8	46.7	26.6
Polk	11.6	5.1	2.5
Randolph	50.8	30.6	35.1
Richmond	39.4	31.3	20.5
Robeson	87.7	53.9	32.3
Rockingham	65.0	40.8	45.8
Rowan	75.2	55.3	37.9
Rutherford	46.3	27.9	22.8
Sampson	49.8	20.1	11.8
Scotland	26.3	16.4	10.5
Stanly	37.1	26.1	45.9
Stokes	21.5	5.3	1.2
Surry	45.7	34.3	31.8
Swain	10.0	4.0	2.0
Transylvania	15.3	9.1	11.4
Tyrrell	5.1	1.6	.8
Union	42.0	28.8	7.3
Vance	32.0	25.7	15.8
Wake	135.9	134.3	82.3
Warren	23.6	9.8	2.1
Washington	13.2	6.5	6.7
Watauga	18.3	7.2	3.5
Wayne	64.2	50.7	29.0
Wilkes	45.2	21.3	11.3
Wilson	53.8	39.4	27.3
Yadkin	22.1	6.4	1.0
Yancey	16.3	4.6	1.4
State Total	4,038.8	\$2,901.1	\$2,322.8

* U. S. Census Bureau preliminary count, April 1, 1950.

† Year 1949; study conducted especially for this article.

MANUFACTURING



R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Packaging section for Camel Cigarettes. Machines at right perform the complete operation.

A Record of Outstanding Progress

Modern standards of living in the United States have been built around mass production.

Mass production is the direct result of dynamic industrial expansion. The hard core of industrial expansion is centered in manufacturing enterprise.

Viewed from this standpoint, North Carolinians can take great pride in the progress of their state extending back over a considerable number of years.

In the year 1900, dollar value of manufactured output totaled but \$94.5 million. Total for the 16 *Blue Book* states was \$1,860.1 million. Total for the United States was \$13,009.7 million. North Carolina's percentage of the South's total was 5.1, of the Nation's total a fraction of one per cent.

In 1949, dollar value totaled: for the state, \$4.1 billion; for the South, \$39.0 billion; for the United States, \$189.0 billion. North Carolina's percentage of the South in this later year was 10.5, and of the Nation, 2.2. Compared regionally or nationally, progressive improvement has been outstanding.

Composition of manufac-

turing enterprise has not changed greatly during the half century. Paradoxically, this fact constitutes both great strength and great weakness.

Strength lies in the leadership that has been developed in certain industries that are of paramount importance to the national welfare; weakness in the neglect of other industries, the nondevelopment of which is likely to become a growing handicap in future years.

LEADERSHIP

Unchallenged leadership has been established in textile, tobacco and furniture manufacture, with runnerup strength in lumbering. All of these industries have been

built upon the firm foundation of natural resources existing in and around the state. Other industries, important in well balanced development of any economy have grown, but at a greatly lessened pace. Most of these deficient industries have metals as their basic raw material.

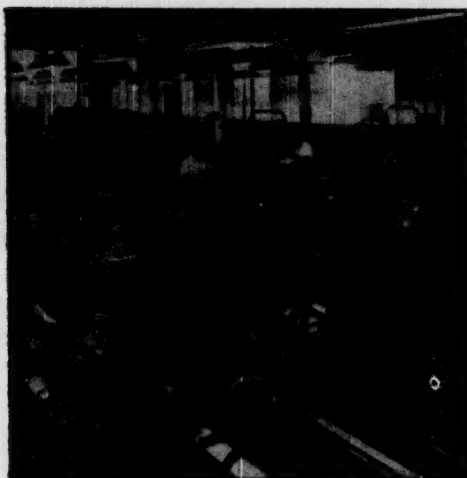
In 1900, dollar value of manufacturing was divided as follows:

Textiles, \$31.8 million;

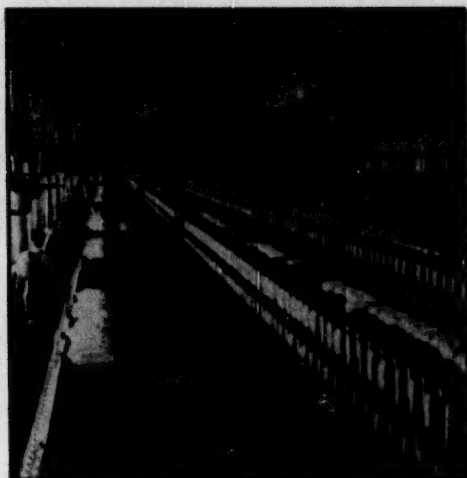
INDUSTRIAL FIRSTS

The transition of North Carolina from an agricultural to a predominantly industrial state in the last half century has been accompanied by the attainment of important firsts in industrial production. In 1949, North Carolina led the Nation in the manufacture of:

TEXTILE PRODUCTS
TOBACCO PRODUCTS
WOODEN FURNITURE



Saco-Lowell Shops, Sanford, North Carolina.



U. S. Rubber Co., spinning room, Gastonia, N. C.

lumber and furniture, \$19.8 million; tobacco, \$14.6 million; food, \$10.7 million; chemicals, \$4.3 million; transportation equipment, \$2.6 million; metals and machinery, \$1.8 million; Stone-clay-glass, \$1.2 million; paper and printing, \$1.1 million; and unclassified industry, \$5.1 million.

Classifications were not as detailed in the earlier censuses as they are today. Textiles and apparel were grouped together, as were lumber and furniture, and metals and machinery. However, the classifications were nearly enough like those of today to afford useful comparisons.

In 1949, textiles still headed the list with dollar value totaling \$1,913.7 million. Tobacco continued in second place with \$841.4 million. Food, with \$293.3 million superseded both furniture with \$180.8 million and lumber with \$167.8, when these latter industries are considered separately as they are in most recent official classification. When considered together, however, they still outrank food as they did in 1900.

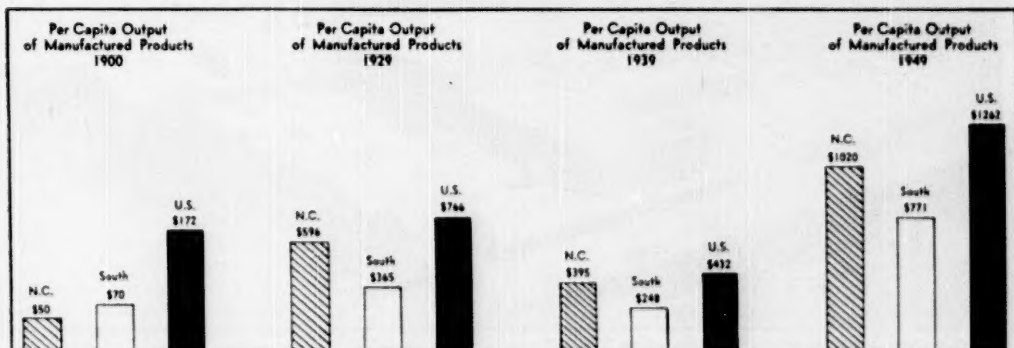
Considered together, paper and printing today slightly outrank chemicals, whereas they trailed that industry in 1900. In 1949, dollar value of chemical manufactures amounted to \$162.5 million; paper, \$158.8 million; printing and publishing, \$37.3 million.

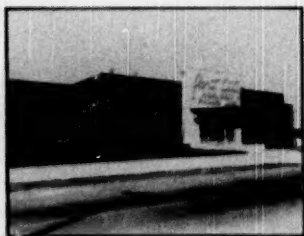


American Tobacco Co. plant served by Norfolk Southern at Durham, N. C.

In the 1949 classification, apparel comes next in line, with \$73.0 million. In 1900 that industry, very small in scope, was included with textiles.

Other industries for 1949 follow in order of dollar volume:





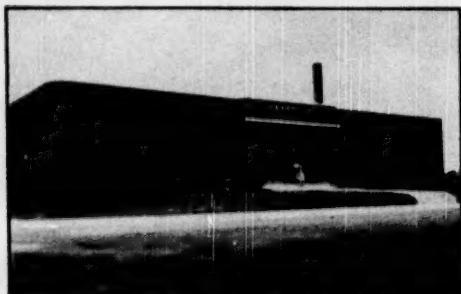
Port City Mills, Wilmington, N. C.



France Mfg. Co., Wilmington, N. C.



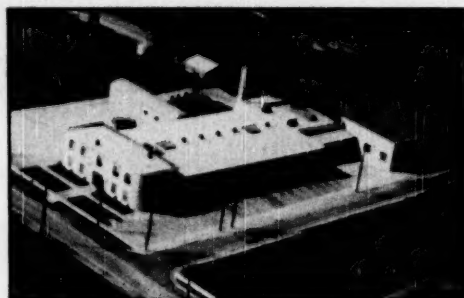
Garver Mfg. Corp., Wilmington, N. C.



Chadbourn Hosiery Company, Charlotte, N. C.



Westinghouse Electric Supply Co., served by Norfolk Southern at Charlotte.



Terrell Machine Company, Charlotte, N. C.

Primary metals, \$64.6 million; machinery, \$44.6 million; electrical machinery, \$43.7 million; stone-clay-glass, \$30.6 million; leather, \$21.2 million; transportation equipment, \$13.7 million; miscellaneous manufactures, \$6.3 million; rubber, \$4.4 million; petroleum-coal products, \$2.8 million; instruments, \$1.3 million; total, \$4,079.8 million.

From recent records of the Census Bureau and related state agencies, it can be determined just what products now figure in the production of the major manufacturing groups. Study of detail reveals that in the food group all except one component is represented in North Carolina manufacture. The lone absentee is sugar manufacture. With this component missing, dollar values of food components for 1949 are:



Colonial Stores Company plant located at Raleigh, N. C. on Norfolk Southern lines.

Meat products, \$30.9 million; dairy manufactured products, \$43.6; Canned goods, \$6.5 million; grain and cereal products, \$65.1 million; bakery goods, \$39.6 million; confectionery, \$17.0 million; beverages, \$50.6 million; and miscellaneous products such as spices, extracts, etc., \$40.0 million; total, \$293.3 million.

Every kind of tobacco manufacture is found in North Carolina's production. Cigar production is limited, but all other products are turned out in great quantity: cigarettes, \$592.4 million; cigars, \$0.7 million; smoking-chewing-snuff, \$156.0 million; stemming and cleaning operations, \$92.3 million.

In the textile industry, the state turns out eight of the nine components, the missing item being woven straw hats which are classified as textiles in the U. S. official classification. Textile values in 1949:

Scouring, carding, etc., \$8.4 million; yarns and threads, \$492.9 million; broad woven goods, \$941.5 million; narrow weaves, \$7.6 million; Knit goods, \$366.1 million; dyeing, finishing, etc., \$32.9 million; carpets and other floor coverings, \$40.3 million; unclassified products, \$24.0 million; total, \$1,913.7 million.

Apparel—All categories except fur garments and millinery: Men's suits and topcoats, \$0.2 million; men's furnishings \$37.2 million; women's outerwear, \$2.9 million; women's underwear, \$14.7 million; children's apparel, \$0.7 million; unclassified apparel, \$8.4 million; miscellaneous finished fabrics such as curtains and drapes, etc., \$8.9 million; total \$73.0 million.

In paper and related products, four of six categories are represented: Paper mill products, including pulp, paper and paperboard, \$135.6 million; coating and glazing, nil; envelopes, nil; paper bags, \$1.7 million; cartons and boxes, \$20.8; unclassified, \$0.7 million; total \$158.8 million.

Printing—Newspapers, \$23.8 million; periodicals, \$0.7 million; books, \$0.6 million; pamphlets, etc., \$0.2 million; commercial forms, \$9.8 million; lithography, \$0.6 million; greeting cards, nil; printing services such as electrotyping, etc., \$1.0 million; total, \$37.3 million.

Chemicals—Inorganic industrial products, \$1.8 million; organic industrials, \$2.3 million; medicines and drugs, \$8.3 million; soaps, etc., \$1.9 million; paints and varnishes, \$3.0 million; naval stores, \$0.4 million; fertilizers, \$42.8 million; oils and fats, \$97.8 million; unclassified, \$4.2 million; total, \$162.5 million.

Petroleum—Coal—Refining, nil; coke, \$0.4 million; paving and roofing materials, \$2.4 million; total, \$2.8 million.

Rubber—Tires, footwear, reclaimed rubber, nil; unclassified products, \$4.4 million.

Leather—Tanning, \$17.1 million; industrial goods such as belting, etc., \$1.5 million; footwear, \$2.6 million; shoe findings, gloves, luggage, and small leather goods, nil; total, \$21.2 million.

The foregoing ten industries comprise the nondurable group. Their combined value of output, amounting to \$3,508.4 million represents 86 per cent of the state's total manufacturing output.

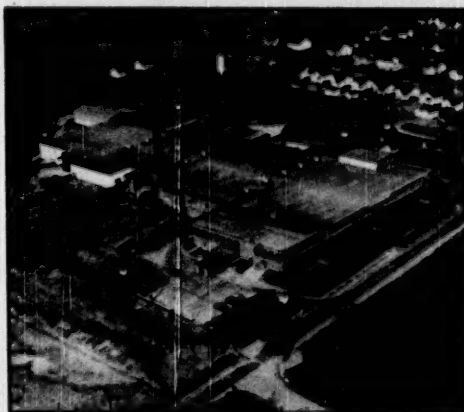
The nondurables group, with a very few exceptions, is developed to an excellent degree, better in fact than the average for the country as a whole. The apparel industry could stand some further expansion, especially as respects increased diversification. There is room for new enterprise in soap and paint making, and



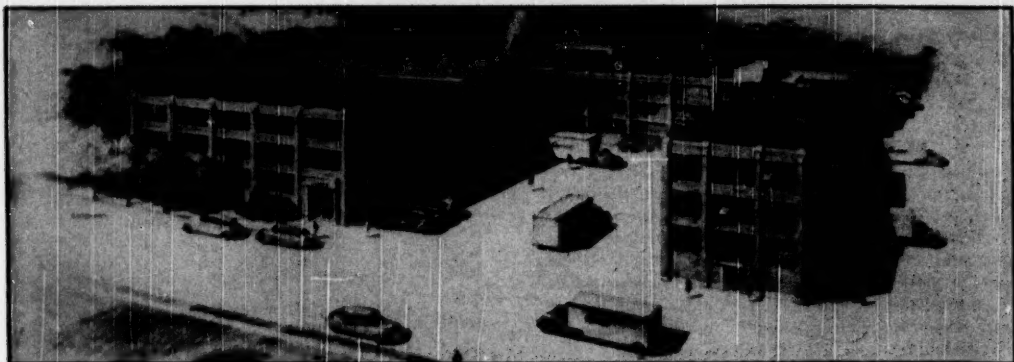
Container Corporation of America plant at Greensboro, North Carolina.



Plant of Carolina Steel and Iron Company located at Greensboro, N. C.



Carter Fabrics Div., J. P. Stevens & Co., Inc., also at Greensboro.



Lance, Incorporated plant at Charlotte, North Carolina. New plant addition on left.

doubtless the same applies in the realm of footwear.

As will be seen upon further analysis, however, greatest opportunities for the future lie in other directions. Turning now to the industries engaged in durable goods production:

DURABLE GOODS

North Carolina has long been one of the most important logging and lumber states, and still ranks fifth in the South and eighth in the Nation in value of products. In 1949, component values were:

Logging products, \$5.9 million; saw, planing, cooperage and veneer mill products, \$109.1 million; millwork, \$30.4 million; wooden containers, \$15.2 million; unclassified, \$7.2 million; total, \$167.8 million.

Furniture—As previously noted this is one of the industries for which the state enjoys national first place leadership. Its components:

Household furniture, \$168.1 million; office and store furniture, \$5.1 million; public and professional furniture, \$3.0 million; interior trim and fixtures, \$2.8 mil-

lion; screens, blinds, etc., \$0.8 million; miscellaneous fixtures, \$1.0 million; total, \$180.8 million.

Stone-Clay-Glass—Flat glass and glassware, nil; products made from purchased glass such as mirrors, \$4.3 million; cement, nil; structural clay products such as brick, tile, etc., \$9.5 million; pottery, \$0.3 million; plasters and plaster materials, \$9.3 million; cut stone and cut stone products, \$1.1 million; unclassified, \$6.1 million; total, \$30.6 million.

Considerable progress has been made in primary metals during most recent years, especially as applied to the nonferrous group of metals. On the other hand, iron and steel making facilities are practically nil. With large anticipated shortages of these metals facing the South and the Nation; with adequate seaport facilities for foreign ore, and high type rail transportation for neighboring domestic ores, there is undoubtedly great opportunity to be found in establishment of this industry on a firm basis. As the situation exists today, components of the general group are:

Furnace products, nil; foundry products, \$6.7 mil-



Ecusta Paper Corporation, Pisgah Forest, North Carolina, cigarette paper manufacturers.

lion; smeltered products, \$33.6 million; unclassified, \$4.3 million; total, \$64.6 million.

The state is woefully weak in fabricated metals. Here is another industry in which dependable returns on invested capital are to be had practically for the asking—that is if the request is accompanied by a reasonable amount of initiative and money. As the industry stands:

Tin products, nil; hardware, cutlery and hand tools, \$0.4 million; heating and plumbing equipment, \$0.6 million; structural metal products, \$13.2 million; stamped, coated and engraved metal products, \$1.1 million; lighting fixtures, \$0.2 million; wire and wire products such as nails, mesh, etc., \$1.1 million; unclassified, \$1.4 million; total, \$18.0 million.

In the machinery industry the state produces a mere pittance of its own requirements:

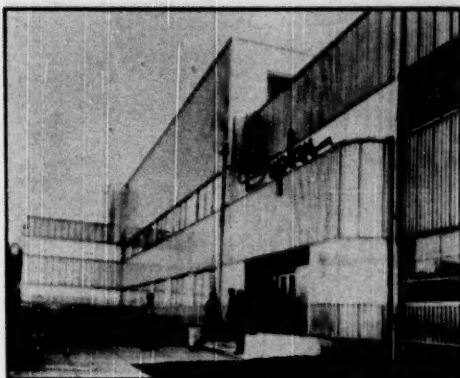
Motors and engines, nil; agricultural machinery and equipment, \$7.3 million; mine, mill and construction machinery, nil; metalworking machines, \$0.5 million; special industrial equipment, \$17.4 million; general industrial equipment such as lathes, milling machines, etc., \$6.6 million; office and store machines, nil; household and service industry equipment, \$9.0 million; machinery parts, \$3.8 million; total, \$44.6 million.

In electrical machinery production, the state has made better than average progress. The big gain has been in output of communication equipment, including radio and television. Of the two latter operations, chief source of production consists of assembly plants, subsidiary to parent firms outside the state.

Nevertheless, the outlook in electrical equipment is very encouraging. Rising from a figure comparatively nil in 1939, dollar value of the industry's products jumped to \$43.7 million in 1949, only a million short of the total value of all other machinery. Components of the industry are:

Generating and transmission equipment, \$2.8 million; electrical appliances, insignificant; insulating and insulated materials, \$0.2 million; automotive electrical equipment and electric lamps, nil; communications equipment and devices, \$32.5 million; unclassified, \$8.2 million; total, \$43.7 million.

Fair gains have been made since 1939 in development of transportation equipment manufacture; but many Southerners will continue to mull over the mystery seen in the scarcity of this enterprise in the South.



Duplan Corporation at Winston-Salem, N. C.

Automotive assembly, \$10.5 million; aircraft, \$0.2 million; marine craft, \$0.7 million; unclassified, \$2.3 million. Official records show production to be nil in railroad equipment and bicycles. Total dollar value of products for the industry was \$13.7 million in 1949.

Instruments—Scientific, mechanical, optical, photographic and timepieces, nil; medical and surgical appliances, \$0.3 million; ophthalmic devices, \$1.0 million; total, \$1.3 million.

Misc. Mfg.—Jewelry, real and costume, \$0.3 million; toys and sport goods, \$0.6 million; unclassified, \$5.4 million. There is no official record of production of musical instruments, stationery items such as pens and pencils, novelties, or plastic products. Some of these, however, may be included in the unclassified group; total for the industry, \$6.3 million.

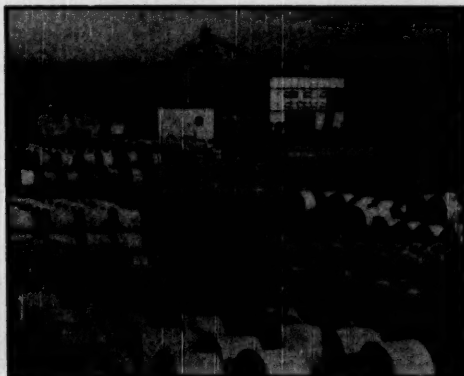
Value of all durable goods amounted to \$571.4 million, and it will be remembered that total for non-durables was \$3508.4 million. These totals show a ratio of better than six to one in favor of nondurables.

In this connection it is interesting to note that the ratio for the Nation at large is only 1.2 to 1 in favor of nondurables. It is not difficult, therefore, to see that North Carolina's greatest opportunity for the future lies in the direction of durable goods manufacture.

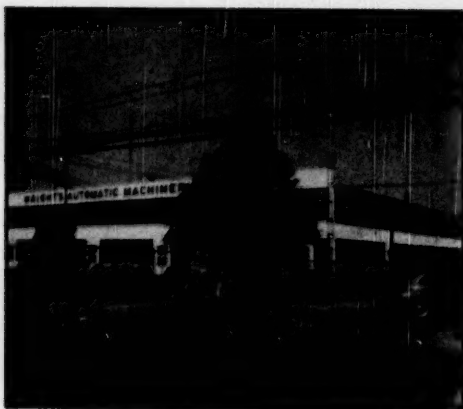
The following is a state summary, by counties, alphabetically arranged:



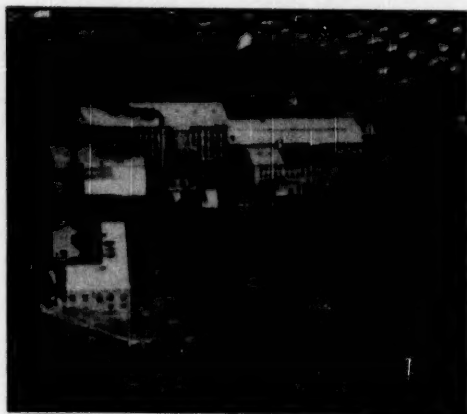
Wake Finishing plant, Burlington Mills.



North Carolina Products, Inc. (Concrete) at Raleigh.



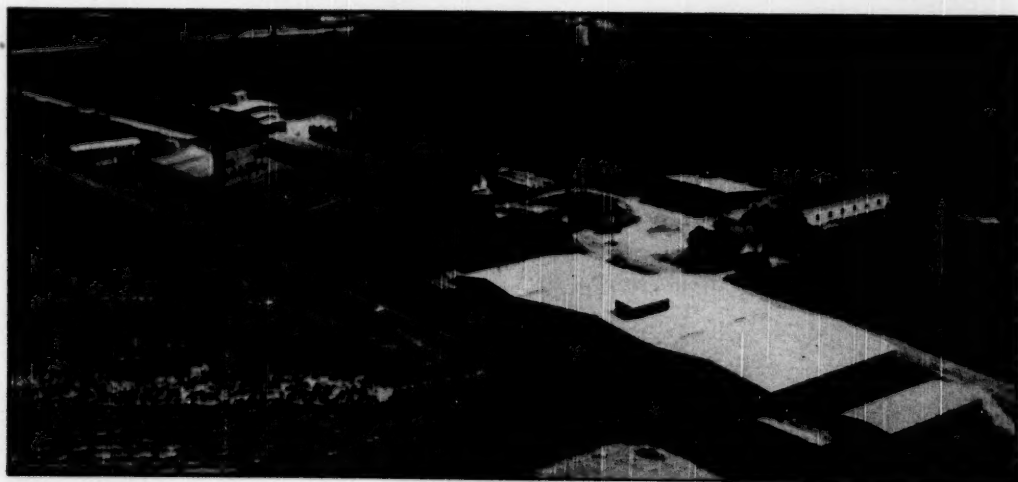
Wright Machinery Corporation at Durham, N. C.



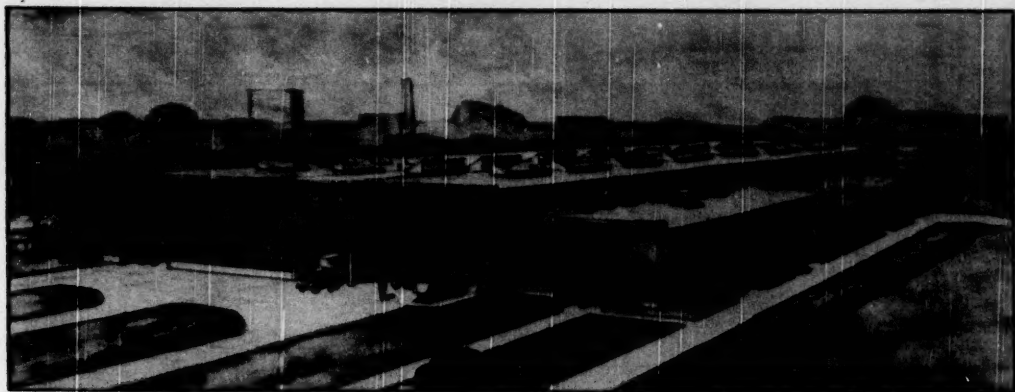
Plant of Old Dominion Box Co., Inc. at Charlotte, N. C.

Value of Manufactured Products

COUNTIES	(\$ million)		
	Year Ending May 31, 1936	Year 1939	Year 1929
Alamance	181.9	44.9	27.2
Alexander	9.4	1.6	1.4
Allegheny	.3	"	.1
Anson	15.8	3.0	3.6
Ashe	2.5	.3	.2
Avery	.5	.2	.3
Beaufort	7.6	2.1	4.1
Bertie	2.6	.7	1.0
Bladen	14.1	2.6	3.6
Brunswick	11.4	2.6	2.6
Buncombe	93.7	29.6	16.7
Burke	56.6	17.9	14.8
Cabarrus	245.1	92.5	30.4
Caldwell	73.5	16.9	17.3
Camden	.2	"	"
Carteret	3.8	1.2	1.0
Caswell	1.9	.3	.2
Catawba	104.2	24.8	21.7
Chatham	13.9	4.7	3.7
Cherokee	1.9	.7	1.7
Chowan	4.3	.9	3.2
Clay	1.9	.4	.1
Cleveland	92.6	22.2	18.9
Columbus	5.4	2.2	3.7
Craven	9.6	3.4	4.8
Cumberland	32.4	6.7	8.3
Currituck	.1	"	"
Dare	.1	"	"
Davidson	110.9	23.8	23.5
Davie	10.1	3.4	"
Duplin	4.8	1.0	.8
Durham	291.3	154.1	138.2
Edgecombe	14.3	3.7	11.1
Forsyth	515.6	392.2	305.9
Franklin	8.6	1.7	2.1
Gaston	325.5	59.6	69.1
Gates	2.4	.2	.3
Graham	5.1	.8	.9
Granville	13.4	.9	1.5
Greene	.2	"	"
Guilford	337.8	89.0	96.7
Halifax	48.9	12.8	15.2
Harnett	29.0	10.6	8.2
Haywood	50.3	16.7	13.6
Henderson	11.0	3.4	2.7
Hertford	4.2	1.1	.6



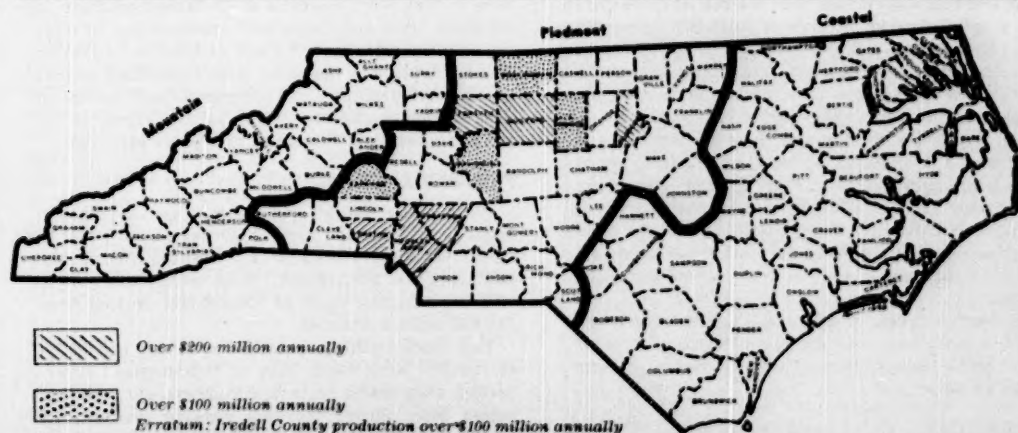
Aerial view of entire plant of Dixie Guano Company plant located at Laurinburg, N. C.



Warehouses of Edgecomb Steel Co. at Charlotte, N. C. A new addition is now under construction.

	(\$ million)						
	Year Ending May 31, 1950	Year 1939	Year 1929				
COUNTIES (continued)							
Hoke	3.2	.7	.7	Pitt	18.4	3.2	2.6
Hyde	.1	"	"	Polk	6.1	1.5	1.4
Iredell	102.5	19.4	17.6	Randolph	81.6	16.4	11.7
Jackson	6.1	2.6	4.1	Richmond	37.2	9.6	9.7
Johnston	19.5	2.8	5.4	Robeson	34.2	3.4	6.3
Jones	.5	"	.3	Rockingham	140.9	61.7	114.0
Lee	11.4	3.3	2.7	Rowan	74.6	20.1	21.1
Lenoir	16.1	2.5	2.4	Rutherford	81.0	15.8	16.4
Lincoln	25.1	5.4	5.7	Sampson	5.5	1.4	.8
McDowell	25.8	6.8	9.3	Scotland	19.7	6.4	5.5
Macon	2.8	.3	.7	Stanly	45.9	20.7	23.0
Madison	.2	.1	.3	Stokes	2.0	.6	.5
Martin	3.7	3.1	.7	Surry	58.8	15.0	9.3
Mecklenburg	228.0	55.7	69.8	Swain	1.0	.4	.3
Mitchell	2.8	1.5	.8	Transylvania	43.0	3.8	3.0
Montgomery	13.0	3.0	3.0	Tyrrell	.4	.1	
Moore	26.0	5.0	1.5	Union	10.8	3.8	4.7
Nash	32.9	5.8	5.3	Vance	32.8	4.4	8.2
New Hanover	28.9	17.6	10.7	Wake	34.1	8.7	8.9
Northampton	2.0	.4	.5	Warren	3.9	1.2	1.2
Onslow	1.5	.3	.2	Washington	9.8	.5	1.4
Orange	13.3	1.9	2.3	Watauga	1.2	.1	.3
Pamlico	.6	"	.4	Wayne	21.9	5.8	7.0
Pasquotank	11.0	4.2	4.8	Wilkes	15.4	6.9	8.2
Pender	2.2	.3	.5	Wilson	22.1	3.4	5.5
Perquimans	2.3	.7	1.3	Yadkin	2.2	.2	.4
Person	20.0	5.0	5.2	Yancey	2.0	.3	.1
				State Total	4,178.7	1,421.1	1,311.9
				° Insignificant.			

* Insignificant.



Fifty-nine per cent of all manufacturing production in North Carolina is turned out in ten counties; the six counties with production over \$200 million annually turn out 64.5 percent of the state total; the four counties with production over \$100 million annually turn out 12.8 percent. All ten counties lie within the Piedmont Section.

AGRICULTURE



Four tobacco barns working full time. As soon as one batch is cured another is ready for hanging in the barn. This is a scene on the Braswell plantation, not far from Rocky Mount, N. C.

Progress Through Diversification

North Carolina is one of our major agricultural states. The total value of all farm crops in 1949 amounted to more than \$900 million dollars. Of this total, the cash income from crops alone was \$570,400,000, and this was derived from the sale of crops grown on a principal crop acreage of 6,195,000 acres. This production came from approximately 287,400 farms, and resulted from the work of more than 591 million persons on these farms. The value of active plant and equipment involved totaled almost \$497 million.

As impressive as they are, these statistics actually represent a decrease in the total value of farm production when compared with 1948. Farmer's net income was reduced as a result of the general downward trend of agricultural prices. The greatest losses were suffered in wheat and cotton. Adverse weather conditions contributed to lower output in both cotton and burley tobacco.

A further breakdown of these figures reveals that cash income from livestock was in excess of \$142 million. Home consumption of production was valued at \$188.3 million.

TOBACCO

The state's principal crop, from the point of cash return, is, of course, tobacco. Last year some 632,000

acres of tobacco were harvested, and this yield was valued at \$359,400,000. This is not only North Carolina's number one cash crop, but also the most important with respect to the state's industrial production, in that North Carolina is the largest producer of cigarette types and the largest manufacturer of cigarettes in the country. The sale of tobacco, in auction houses throughout the state, is an interesting process and is carried on from mid-summer through to winter. The auction market at Wilson is the largest in the world and attracts thousands of visitors each year.

PRINCIPAL CROPS

Corn, cotton, peanuts and soybeans are the principal crops produced in the state. 1949 was a record year in corn production. The value of production from 2,159,000 acres was \$98,200,000. Close behind was cotton, with a production value of \$74,800,000, derived from 815,000 acres harvested.

Vast truck farming operations are being carried on in the flat black lands west of Wilmington. Strawberries, snap beans, peppers, cucumbers, etc., are harvested daily, during the long growing seasons, and rushed by truck and train to the markets of northern cities. Also rushed to northern markets are flowers—tulips, glads and other tuberous plants. Truck crops

valued at almost \$32 million were produced in the state last year.

Peanuts and potatoes are major crops in the north-eastern counties. North Carolina is the fourth largest producer of peanuts in the country. 236,000 acres planted in 1949 produced a yield valued at more than \$25 million. This is another industry-stimulating crop. The state is a large producer of peanut butter products.

Always an important crop, peanuts, and soybeans, attained additional significance during the war (II) because of their oil content.

Sweet and Irish potatoes combined were produced in abundance last year, and were worth more than \$23 million to the farmers.

Other important crops, in the order of their value include: hay, small grain, soybeans, peaches and beans.

LIVESTOCK

We mentioned earlier that cash income from livestock last year amounted to more than \$142 million. The value of livestock on farms is broken down as follows:

Cattle	\$70,800,000
Swine	25,600,000
Sheep	700,000
Horses and Mules	52,300,000
Chickens and Turkeys	15,300,000

Marked progress has been made in the dairy and beef cattle industries in recent years. The beef cattle industry enjoyed one of its most successful years in 1949. Improved pastures and increased crop yields added to the success of beef enterprises on many farms. The outlook for this industry, including sheep, has never been better. The combination controlled acreages for more and more cash crops, more favorable prospects for prices for livestock and livestock products than for most other farm commodities, more and better pastures and other forages, and an awareness on the part of agricultural leaders of the advantages of livestock in the economy of the state's agriculture, are the reasons for this.

Notable is the fact that dairying is becoming one of the major industries in the state. Some 359,000 milk cows, valued at \$49,536,000 in 1949 provided dairymen with a cash income of \$36,948,000 from milk. It is now claimed that grade A milk production in the state is equal to current demand, and it is further claimed that this demand is no where near what it should be and that therefore there is plenty of room for further growth of this industry in the state.

North Carolina possesses the three main advantages for profitable poultry operations: climate, soil, and proximity to national markets. Its climate is unexcelled, its soils are such that will produce, economically, the cereal and grazing crops necessary for poultry welfare, and it is just an overnight haul from the producing regions to such large consuming centers as Washington, Baltimore, Philadelphia and New York.

Continuing progress is being made by the State Department of Agriculture and the Experiment and Extension Services of the state's agricultural colleges



Fine group of polled Herefords grazing on Middlebrook Farms near Winston-Salem.



Gathering Narnissal for market at Castle Haynes in Southeastern North Carolina.



Picking cotton. A scene not quite so common today as in years gone by.



Hybrid seed corn production showing tassels in two rows of the pollen parent.



A sow and her family. Swine are used for farm food and are also sold for profit.

toward better land usage that will promote the broadened economic base so vital to the growth and well-being of the state.

The state is assisting the farmer in many ways. The Board of Agriculture has established a poultry diagnostic clinic at Waynesville to serve the growing poultry industry in the western counties, and the soil testing service of the Agriculture Department is proving to be of ever increasing benefit to farmers. This laboratory analyzed 70 thousand soil samples during the past year—forty per cent more than in 1948.

There is good reason to believe that Tar Heel farmers will continue to prosper. They no longer depend on one-crop farming, diversification has taken its place, and as a result, the farmer is increasing his source of income by growing new crops and expanding his livestock enterprises. In addition, the expansion of canning and dehydrating industries, born in the main during the past war, are proving to be extremely valuable additions to North Carolina's rapidly growing list of industries.

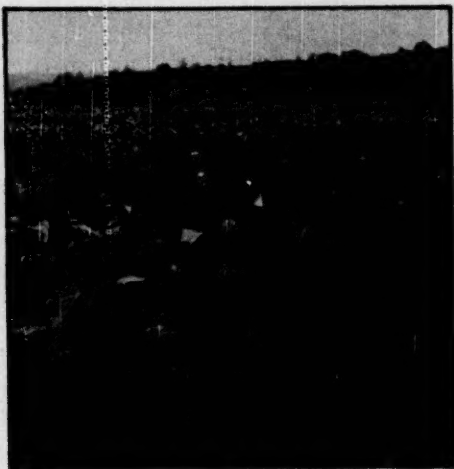
The following is a breakdown by counties of the number of farms and the value of production:

Agricultural Production by Counties

COUNTIES	Value of Production (\$ 000)	No. of Farms
Alamance	7,434	2,720
Alexander	3,755	1,945
Alleghany	1,840	1,602
Anson	5,960	2,436
Ashe	6,173	3,955
Avery	2,417	2,173
Beaufort	13,729	3,443
Bertie	14,930	3,350
Bladen	10,041	3,480
Brunswick	3,649	1,799
Buncombe	9,502	5,710
Burke	2,372	2,026
Cabarrus	3,922	1,986
Caldwell	2,904	2,407
Camden	2,737	575
Carteret	3,223	1,085
Caswell	9,669	2,689
Catawba	5,504	3,040
Chatham	9,973	2,801
Cherokee	2,204	2,007
Chowan	4,683	1,048
Clay	1,292	1,048
Cleveland	14,094	5,443
Columbus	21,589	5,761
Craven	7,815	2,266



Green pastures the year 'round are boon to dairy farmers. Herd above owned by Pinehurst, Inc., at Pinehurst, N. C.



A familiar scene. A field of rich tobacco in full leaf.

COUNTIES (continued)	Value of Production (\$ 000)	No. of Farms
Cumberland	12,284	3,319
Currituck	2,767	679
Dare	61	49
Davidson	7,571	3,507
Davie	4,105	1,647
Duplin	19,932	5,654
Durham	4,607	1,471
Edgecombe	21,026	3,615
Forsyth	9,000	3,370
Franklin	14,960	4,140
Gaston	4,211	2,454
Gates	4,470	1,287
Graham	1,201	891
Granville	12,376	3,147
Greene	14,489	2,937
Guilford	15,370	4,669
Halifax	17,286	3,806
Harnett	19,308	4,516
Haywood	5,580	2,891
Henderson	5,078	2,703
Hartford	8,119	1,965

Hobb	7,343	1,950
Hyde	2,189	800
Iredell	10,369	3,918
Jackson	2,417	2,430
Johnston	32,961	7,774
Jones	6,689	1,706
Lee	5,899	1,713
Lenoir	17,119	3,848
Lincoln	5,048	2,503
McDowell	2,052	1,982
Macon	2,372	2,350
Madison	8,985	3,642
Martin	16,055	2,868
Mecklenburg	6,887	2,896
Mitchell	2,387	1,944
Montgomery	3,558	1,160
Moore	7,571	2,302
Nash	25,572	5,990
New Hanover	3,101	716
Northampton	11,707	3,087
Onslow	4,303	2,145
Orange	6,173	1,851
Pamlico	2,068	735
Pasquotank	4,409	877
Pender	4,196	2,275
Perquimans	4,348	1,159
Person	10,247	2,839
Pitt	32,665	6,526
Polk	2,128	1,153
Randolph	8,179	3,601
Richmond	5,899	1,923
Robeson	38,200	8,602
Rockingham	13,866	4,221
Rowan	6,613	3,474
Rutherford	6,568	3,803
Sampson	23,733	7,059
Scotland	6,537	1,787
Stanly	4,120	2,232
Stokes	12,451	3,513
Surry	12,816	3,711
Swain	806	1,068
Transylvania	1,490	1,273
Tyrrell	1,581	568
Union	10,201	4,577
Vance	10,734	1,875
Wake	27,670	6,044
Warren	9,046	2,982
Washington	2,615	926
Watauga	4,652	2,591
Wayne	20,403	4,946
Wilkes	8,985	5,348
Wilson	23,885	4,781
Yadkin	10,004	2,986
Yancey	3,922	2,870
State Total	901,000	287,412



Experiment Farm of McNair Yield Tested Seed Company, Laurinburg, N. C., showing green house, curing barns, etc.

FOREST PRODUCTS



Champion Fibre Company plant at Canton in western North Carolina, employs over 3,000 persons.

South's Third Ranking Lumber Producer

North Carolina is part of a forest area in the Southeastern United States that possesses the greatest forest potential of any area in the nation, and as such the state is fully aware of the value of this natural resource, and with the help of business and industry—the Seaboard Air Line Railroad, for instance—improved forest management, selective cutting, reforestation, etc., is being practiced with good effect.

In a remarkable expansion of reforestation of old fields and idle forest lands during the 1948-49 planting season, two state nurseries distributed, for planting, almost six and one-half million seedlings. Estimated production from two nurseries in the 1949-50 season was nine million seedlings. In this work the state is assisted by industry. As mentioned above, the railroads help. All told, private industry purchases approximately 50% of the nurseries production.

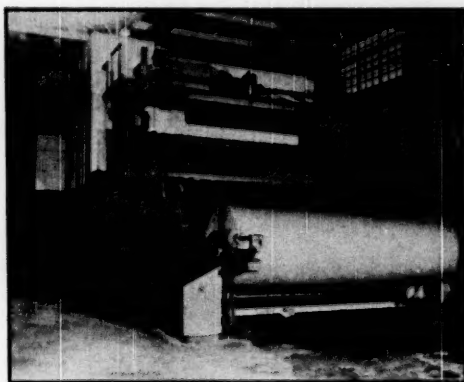
North Carolina's forests contain more kinds of trees than are found in the whole of Europe. Extending over almost 18,000,000 acres, or close to sixty per cent of the state's total land area, the forests have provided the raw materials for extensive manufacturing throughout the entire history of the state. In fact there was, until twenty or so years ago, a very injudicious use of these resources. Their commercial value led to extensive exploitation with little regard for the future. Today their use is as great, if not greater, for these purposes. In addition they continue to supply an enormous quantity of wood for fence posts, fuel and similar farm needs.

REGIONS AND TYPES

The Southern forest belt, covering some 12,000,000 acres, is in the Coastal Plain and partially in the Pied-

mont. The dominant species here are second-growth longleaf and loblolly pine. The chief commercial tree of the region is loblolly or "old field" pine. This species replaces the once magnificent forests of long leaf pine, on the dry, sandy soil of the Plain. The hardwood bottoms produce oak, hickory, ash, sweetgum and blackgum, and the trees of the deeper swamplands includes gum, cypress, and white cedar. This latter is known locally as juniper.

The Piedmont Plateau contains the central hardwood belt, and is made up of some 4,500,000 acres. The hardwoods found here are red and white oak, hickory, and yellow poplar, and, in addition, a good portion of this area, that was once under cultivation, now supports second-growth shortleaf and jersey scrub pine.



Roll of box paper at North Carolina Pulp Co. at Plymouth, on Norfolk Southern lines.



Vander plant of Thomasson Veneer Co. of Fayetteville, North Carolina.

The growth of a great variety of species distinguishes the northern forests of the Mountain region. There is a mixed hardwood growth, with some hemlock, white pine, and three species of yellow pine, in this area that runs from the Plateau forests up to an elevation of approximately 4,500 feet. The principal hardwoods include red and white oak, yellow poplar, hickory, maple, and basswood. The softwoods have been largely cut out of the area and are returning in second growth. There is very little remaining of the original cherry, ash, chestnut, walnut, and locust.

Of the total acreage classified as commercial forest land, approximately one-half is in farm woodland and the remaining is saw timber area. The saw timber stand totals almost nine and one-half billion cubic feet, while the pole/timber area totals 2,750,000 acres with a polewood volume of almost five and one-half billion cubic feet.

In the last few years North Carolina has listed around 2,000 firms occupied with lumber manufacturing. The value of active plant and equipment of these firms in 1949 amounted to \$44 million. 32,000 persons were employed in this industry, and the income from payrolls and profits totaled \$75,300,000. Total sales for the year were \$167,800,000. This compares with \$45,800,000 ten years previously. The furniture industry in the state, far and away the largest in the South, had a sales volume in 1949 of \$180,800,000, and gave employment to more than 31,000 persons. North Carolina ranks third in the South in lumber production. Pulpwood production is running around 770,000 standard cords annually.

Extensive areas for National Forests have been purchased and developed by the Federal Government in North Carolina. (See Recreation.) Originally intended to protect the great watersheds, the purpose of these forests was gradually expanded to include the purchase and reforestation of denuded lands, improvement of timber stands, prevention and the control of fires and disease, and the establishment of a sustained yield.

As mentioned above, many agencies are engaged in this work of reforestation. We have mentioned the part played by the various industries in the state. The



Lacy plant of Thomasson. Firm supplies veneer products for furniture industry.

state agencies, whose responsibility it is to watch over the forest land include the Division of Forestry under the State Department of Conservation and Development. This division administers, among other things, the fire control program. The forestry department of the State College of Agriculture and Engineering (N. C. State) makes studies in forest development on its own lands. These and others are all working toward the proper development of this invaluable natural resource with an eye on further development of such allied industries as paper and pulp manufacture, the cellulose industry, and the production of more chemicals from woods, and more synthetics.

From our discussion of tree types, it is easily discernable that softwoods predominate in the state, and it is from these that the greatest advances in paper, chemicals and synthetics has been made. The national and state parks in the western part of the state covering about one million acres contain one of the largest virgin hardwood forests in the country, and increased knowledge of the technique of pulping hardwoods points to a time, not too far distant when these woods will find an equal place in the industry with the softwoods.



Pulp storage yard of North Carolina Pulp Co.

MINERALS



Panorama of complete installation of the Pomona Terra-Cotta Company at Pomona, North Carolina.

Sales Quadruple in Decade

North Carolina contains the nation's largest known deposits of non-metallic minerals. These include mica, kaolin, clay, kyanite, talc, pyrophyllite, feldspar, granite, marble, slate, quartz, sand and gravel, etc. The state also possesses a bountiful supply of metallic minerals including gold, zinc, copper, tungsten, and molybdenum.



Neverson Quarry of Bryan Rock and Sand Co.

All told the state has more than 300 species and sub-species of minerals. The value of mineral production in 1949 amounted to \$17,300,000.

Mining is carried on in all three provinces: the Coastal Plain on the east, the Piedmont plateau in the center and the Mountain region on the west. The Coastal Plain, made up of unconsolidated sands, clays and shell limestones and marls, is not highly mineralized, but is important to the state because of its ground water supplies and its shell limestones from which road building materials and agricultural lime may be obtained. The most important minerals of this region are cement materials, greensand, clay, phosphate rock, sand and gravel, shell marl and peat. This region extends from the Atlantic Ocean on the east to the Piedmont plateau on the west, an area exceeding 21,000 square miles which includes in whole or part, 42 of the state's 100 counties.

The central hill country, known as the Piedmont, has an area of about 22,000 square miles. It is largely underlain by very old, highly deformed crystalline rocks and with smaller amounts of well consolidated, gently folding sediments.

The "Carolina Igneous Belt," composed chiefly of carboniferous granite, occupies a nearly central portion of this plateau and extends almost the entire depth of the state. In addition to granite, this area is composed of diorite and there are numerous dikes of diabase and other basic igneous rocks which penetrate the older rock. The most important industrial mineral deposits of the Piedmont are barite, clay and shale, granite, and gneiss, kyanite, kaolin, limestone, marble,

mica, monazite, pyrophyllite, quartz, sandstone, sillimanite, slate, soapstone, spodumene and trap rock.

The Mountain region of the state includes the Blue Ridge, the Great Smokey Mountains, and the country between, which is occupied by numerous irregular ranges. Over the larger part of this region are to be found the older crystalline rocks, largely gneisses and granites. On the western and eastern borders of this mountain region, about along the line of the Blue Ridge and the Smokies, are found two narrow belts of younger rocks made up of limestones, sandstones, shales and conglomerates, and their metamorphic equivalents, crystalline limestones, slates and quartzites.

For some time past North Carolina has been one of the largest producers of mica, both sleet and scrap, in the country. Virtually all of the production comes from the crystalline rock areas in the Mountain and Piedmont counties, and comprises a major part of the country's present production. Along with mica, and frequently produced in the same areas, is feldspar, which has become such an important mineral in the state during the past thirty-five years that North Carolina is today the leading producer of feldspar.

During recent years the state has also become recognized as the source of this country's production of high-grade, primary kaolin. This material, which is used chiefly in the manufacture of chinaware, rubber and paper as well as a refractory, comes from the mountain counties with the major production centered in Mitchell, Avery and Yancey counties.

All three regions of the state produce granite and allied rocks, and North Carolina ranks second in quantity to Georgia, in the Southeastern states. "Balfour Pink" from Rowan County and "Mount Airy granite" from Surry County are names that have become well established in the trade and are accepted as a guarantee of high grade monumental and building stone.

METALLIC MINERALS

In the metallic mineral field, considerable interest is concentrated on the state's deposits of gold, zinc ore, copper ore, and tin-bearing pegmatites. About eight years ago, an interesting tungsten locality was discovered in Vance County near the eastern edge of the Piedmont. Intensive geological field work indicated that the area had some exploitable reserves of tungsten. Similarly, there is evidence of a considerable deposit of molybdenum in Halifax County. Both of these metals could be of considerable benefit to the state, industrially speaking, if they are present in sufficient quantities.

STATISTICS

In 1949, all mining in the state was carried on in 79 plants whose active plant and equipment was valued at \$11,100,000. 2,700 persons were engaged in the industry, and the income from payrolls and profits amounted to \$8,600,000. Sales in 1949 totaled \$17,300,000. This compares with sales totaling \$4,300,000 in 1939.

North Carolina's mineral resources have contributed materially, both in the past and present, to the development of the state. In the future they should play an important role in the further expansion and diversification of the state's industries.



Quarry of North Carolina Granite Corp. at Mount Airy.

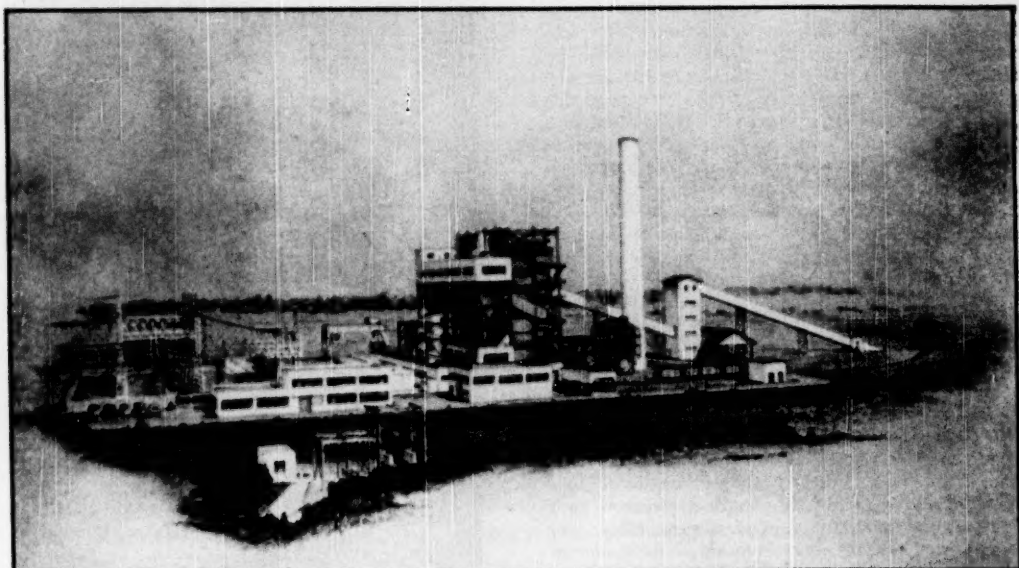


Superior Stone Co., operates throughout the state.



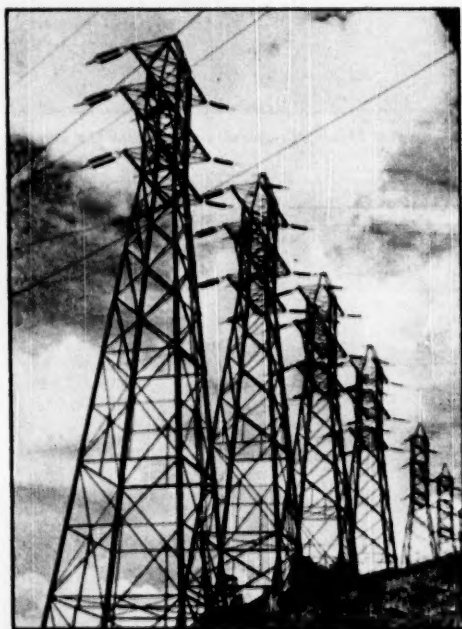
Granite from North Carolina Granite Corp. quarry.

POWER



Perspective of Carolina Power and Light Company's new 120,000 horsepower steam electric generating station at Lumberton, N. C. The first of two 60,000 horsepower units is now in operation.

Major Expansion Programs Underway



Transmission lines of the Duke Power Company.

North Carolina ranked second in the South in electric power output in 1949. In that year, production for all purposes totaled 10,010,400 kilowatt hours, and the major portion of this originated from fuels rather than from water power at hydro-electric plants.

The power companies operating in the state are fully aware of the necessity of keeping ahead of demands, and evidence of this may be found in the expansion programs that the two major power companies, Duke Power Co. and Carolina Power and Light Co., have underway.

The vast system of transmission lines that stretch throughout the state make it possible for an industrialist to select a location for his plant that is the optimum in almost every respect, and be assured that he will receive a reliable and economic source of power.

In addition to the large companies mentioned above, smaller concerns like Tide Water and Nantahala Power and Light, serve limited areas. Nantahala launched an important construction program last year which calls for the building of four hydro-electric projects on the East Fork of the Tuckasegee River, in Jackson County.

DUKE POWER COMPANY

The Duke Power Company system, now almost fifty years old, has grown with the Piedmont area. From 1910, when the decision was made to cover the Piedmont Carolinas with 100,000 volt steel tower transmission lines, to the present time, the company has

aided the industrial and civic development of the state.

In 1918, the firm launched an extensive hydro-electric development in which it stressed water storage facilities for long-range control; 1926 saw the beginning of large steam-electric power centers, with a single plant having 70,000 KW capacity, which was increased later to 190,000 KW.

The decade beginning in 1937 saw the rapid shift from hydro to steam operation throughout the greater portion of the system to meet the greatly increased demands brought about both by general industrial progress, and also by the stepped-up tempo of industry that resulted from war production.

The era of the company's greatest expansion began in 1947. Projects for the four-year period, 1947-1950, amount to an added investment of more than \$100,000,000.

The recent completion of the \$15,000,000 Dan River Steam Electric Plant in upper Rockingham County, in the vicinity of Draper, North Carolina, establishes a major source of electric power at the northern end of the Duke Power Company system. This new facility serves the industrial Piedmont area, which is one of the fastest growing areas in the nation. This high-efficiency generating plant, with a normal operating output of 150,000 kilowatts, is an important unit in the company's long-range plan to anticipate power requirements in the area it serves by providing great steam-electric generating plants, or centers, at the Eastern, Northern, Central, Western, and Southern sectors of the system.

The Duke Power Company has had a significant part in pioneering the earlier industrial development of the area it serves. The continuing policy of investing large amounts of capital in large scale generating and transmission facilities reflects the desire of the firm to continue its association with industrial leadership in the state.

CAROLINA POWER AND LIGHT

Likewise, has Carolina Power and Light contributed to the overall development of North Carolina. This company, founded almost forty-two years ago, has recorded a sound and impressive growth. Last year, for example, it sold nearly 2 million kilowatt-hours of electricity and customers of the company increased their use of electricity by 11 per cent. Approximately 18,000 new customers were added in 1949, bringing the total served to more than 240,000.

During 1949 the company spent \$18,736,194 for the construction of new plants, new substations and new lines, and for the expansion and enlargement of existing facilities. Included in this construction was the first unit of the new Lumberton Steam-Electric Generating Plant. The capacity of this unit is 60,000 horsepower. A second unit, of similar capacity, was completed just a few months ago. Also included in this program was the construction of a steam-electric generating plant near Goldsboro. The initial capacity of this plant will be 100,000 horse-power.

Total expenditures for new construction this year were set at \$18,000,000. More than one-half of this amount will be spent for the completion of the Lum-



Duke Power Co.'s Dan River plant near Draper, N. C., has output of 150,000 kilowatts.

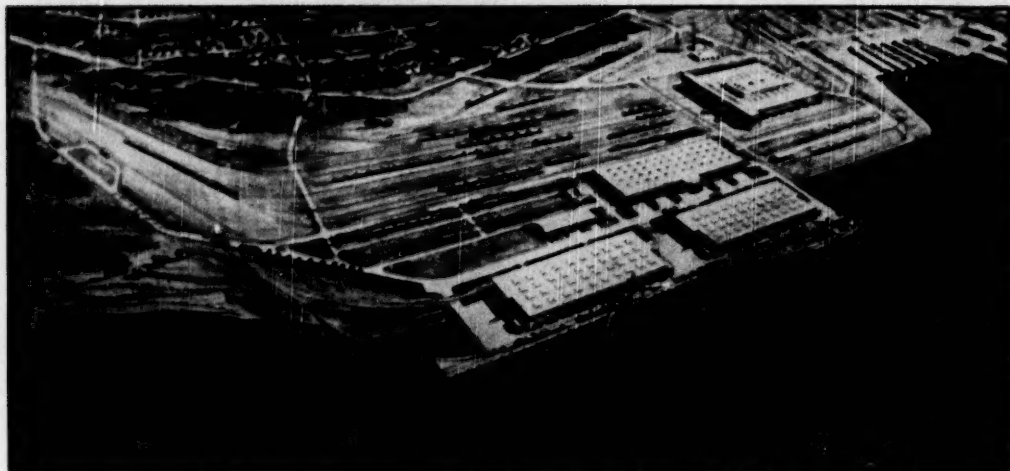
berton Plant, and in providing for the initial stages of the Goldsboro Plant. The remaining portion of the allotment will be used to increase the capacity of substations and lines, for new high-voltage transmission lines and for lines and facilities to connect new customers. Since World War II the company has built close to 6,000 miles of rural lines, and has connected more than 48,000 new rural, and farm customers to existing and new lines.

At the end of 1949 the transmission line system of the company consisted of more than 90 miles of 132,000 volt line, more than 1,000 miles of 110,000 volt line, and more than 400 miles of 66,000 volt line.

Both of these firms have been active in agricultural and industrial development work in the state. As a result of their work, along with that of other groups, industry and agriculture are being brought more closely into balance. In the industrial field, Carolina Power and Light Company has, in the past year or so, lent its efforts to the development of small rural industries to process farm products and to furnish employment to farm labor on a part-time basis. Canneries, meat packing plants, and freezer lockers are the natural result of this effort.

This development program for small or rural industries was not, of course, carried out to the exclusion of the establishment, within the area, of the large industries that deal in the national market. Among the larger and more important plants which have gone into operation, or were put under construction in the state in the last year or so, were Burlington Mills, Regal Paper, Woonsocket Mills, Colonial Stores, Duplan, Cranston Print Works, Olin Cellophane, Kroehler Furniture, Saco-Lowell, and United Manufacturers. These plants alone represent an investment of many, many millions of dollars. They will furnish employment for almost 10,000 persons, who will, in turn, receive salaries and wages amounting to approximately \$20,000,000 a year. They are but a few of the many that are becoming aware of the advantages awaiting industry, not only in North Carolina, but throughout the South.

TRANSPORTATION



State port terminal now under construction at Wilmington, N. C. will cost in excess of \$3,500,000, and should be in operation next year.

One of the Nation's Finest Systems

The tremendous expansion of industry in North Carolina in the last two decades has been synonymous with the development of the largest state highway system in the nation.

This highway network, now totaling more than 64,000 miles, not only provides main arteries for quick delivery of goods to major markets by truck, but also farm to market connections and a broad labor supply for industries located outside congested areas.

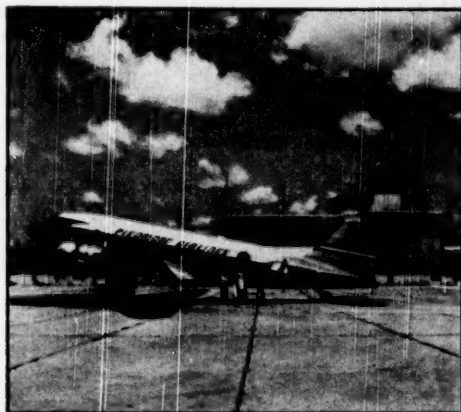
In addition to its fine highway system, North Carolina is well served by railroads, air and bus lines, and is now developing its two deep water ports.

State port terminals, authorized by the General Assembly in 1949 and financed by self-liquidating bonds, are now under construction at Wilmington on the lower Cape Fear river, and similar work will be underway at Morehead City, 110 miles to the north, probably in September. About \$4,500,000 is to be invested at Wilmington; \$3,000,000 at Morehead City.

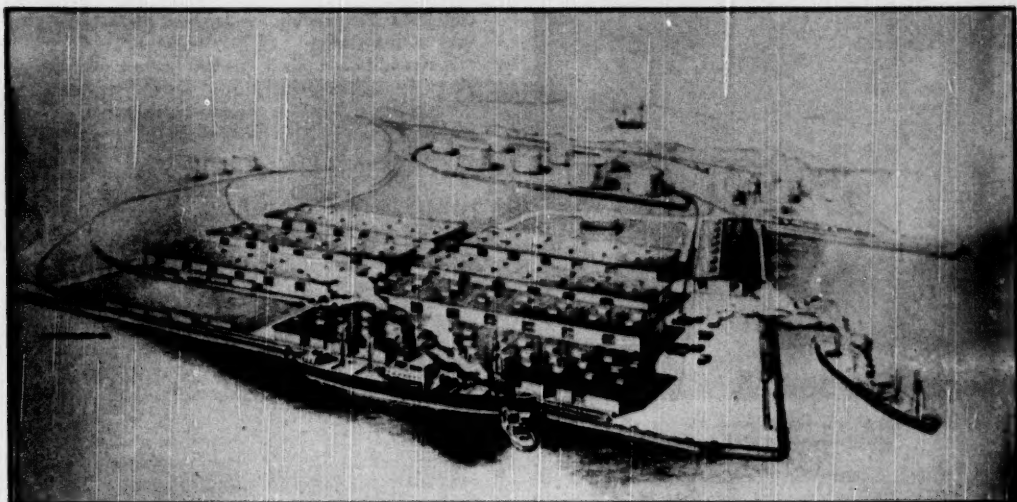
In operation next year, the state's ports are expected to handle an ever-increasing amount of import and export tonnage bound to and from North Carolina's industrial Piedmont section. Excellent rail and highway facilities connect the Piedmont with these two



Trailways bus serving Smoky Mountain National Park area.



Piedmont Air Lines serves sixteen North Carolina counties.



Morehead City Terminals now under construction at Bogue Sound, will cost \$3,000,000, and will be completed next year.

harbors at Wilmington and Morehead City.

Wilmington, an inland harbor 29 miles from the sea and served by a 32-foot river channel, was once a major shipping center along the Atlantic coast. Its tonnage of naval stores and cotton ranked it, at one time less than 50 years ago, with Baltimore and Norfolk. Changing agricultural patterns and disappearance of source of naval stores—turpentine and pitch—resulted in a steady decline of Wilmington's tonnage. Some gain was noted, following World War I, in import of fertilizer nitrates, and Wilmington, between wars, developed into an important petroleum storage center for oil products refined along the Texas Gulf coast.

North Carolina manufacturers, concentrated largely in the Piedmont section, suffered considerably as Wilmington's port facilities declined, and as a result many manufacturers were compelled to turn to more distant ports—with resultant higher overland freight charges—for imported raw materials and export points

for finished goods. The fact was finally impressed upon the state General Assembly, and in 1949 funds were authorized to build up Wilmington and Morehead City terminal facilities.

At Wilmington, working from engineering plans prepared by Robert and Company, Atlanta, work is progressing on phase No. 1 of the state's ports program—construction of a \$1,900,000 steel-and-concrete dock paralleling the Cape Fear river immediately south of the city. The dock, of concrete piling and steel-reinforced deck, will be 1505 feet long and 200 feet wide. Its 46-foot apron will accommodate two standard-gauge railroad tracks and two gantry-type 15-ton cranes. Two concrete-slab transit sheds, each 450 by 162 feet, and at least one warehouse containing 82,500 feet of floor space, together with a 100-car freight classification yard, will be started this fall under separate contracts.

The Wilmington terminals are located on a 55-acre



U. S. 74, highway through Hickory Nut Gorge.



Beautiful dual highway outside of Raleigh. (U. S. 64).



Wilmington Terminal Warehouse Company's shipside warehouses and dock facilities.

tract of land leased from the U.S. Maritime Commission. It formerly was part of the Commission's World War II shipyard where a peak of 22,000 workers turned out 425 merchant and Navy vessels.

The Morehead City terminals are located on Bogue Sound, three miles from the ocean, with a 30-foot channel to the sea. Dock and warehouse facilities of the Morehead City Port Commission have been turned over to the State Ports Authority, and the development program will see a new dock 1,134 feet by 150 feet with a transit shed and two or more concrete block, brick veneer warehouses of 60,000 square feet, each. The firm of Carr and J. E. Greiner Company, Durham and Baltimore, are architects and engineers on the Morehead development.

Morehead City is served to the Central part of the state by the state-owned Atlantic and North Carolina railroad, operated by the Atlantic and East Carolina railway. This road connects directly with three major railroads; namely, the Atlantic Coast Line, the Norfolk Southern, and the Southern, and, indirectly, with Seaboard.

Seaboard and the Atlantic Coast Line operate directly into the Wilmington state port terminals.

RAILROADS, AIR LINES, BUSES

North Carolina has almost 5,000 miles of railroad trackage within its borders today, and this includes the right of way of several major trunk lines. The Seaboard Air Line, Atlantic Coast Line, Southern, Norfolk Southern, Norfolk and Western, Carolina, Clinchfield and Ohio and the L&N, all serve the state, with the first four listed having the major operations. In addition there are some thirty odd independent short lines providing both passenger and freight service. The railroads have played an extremely important role in the industrial development of the state.

Less than ten years ago there were three air lines having regularly scheduled operations between North Carolina's larger cities, and between North Carolina and the rest of the country. Today six lines are serving the state. They are: Eastern Airlines, Capital Airlines, Piedmont Airlines, Delta Airlines, National Airlines, and Southern Airways. They, too, have done a good

deal toward expanding the range of markets for products of the state.

Air-conditioned motor coaches operate over most of North Carolina's vast highway system, providing convenient travel facilities between all intra-state points, and with integrated through schedules to many of the nation's regional centers.

HIGHWAYS

North Carolina is in the midst of the greatest road-building program in its history.

Funds from a \$200,000,000 bond issue for secondary roads have augmented the State Highway Commission's regular \$70,000,000 annual income from automobile use taxes, and under the combined program more roads will be built during 1950 than in any previous year.

By July 1, 1950 more than 20 per cent of a 12,000-mile secondary road construction program had been completed in a period of some 18 months. The North Carolina Highway Commission has jurisdiction over both state and county roads totaling about 64,000 miles.

As a pet project of Governor W. Kerr Scott, the \$200,000,000 "country" road program marked a new phase in North Carolina's philosophy of roadbuilding. In the decade of the 'twenties North Carolina issued \$115,000,000 in bonds to build one of the finest primary highway systems in the nation. Good roads, built swiftly as they were needed, linked all sections of North Carolina through a large network of roads and contributed greatly to the economic and social development of the state.

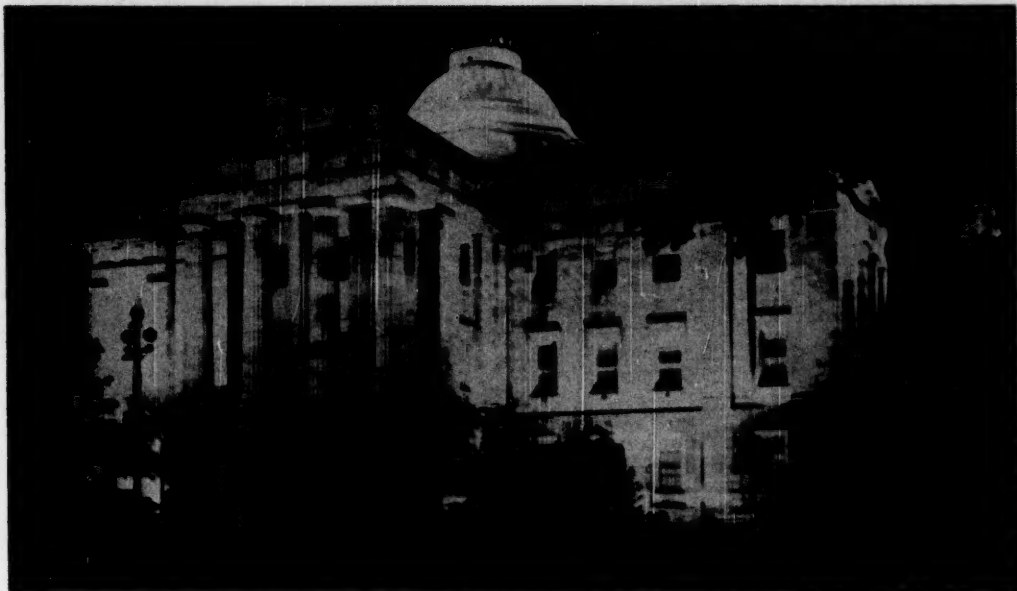
In 1931, because of the economic crisis, North Carolina took over 45,000 miles of rural roads from the state's 100 counties. Prior to World War II no large-scale effort had been made to place this road system in all-weather condition. Pressure from dirt road areas became more insistent after several bad winters in the mid-1940's, and a special election for a bond issue proposed by Governor Scott and the General Assembly of 1949 got a favorable vote from the people last summer.

This provided \$200,000,000 for a construction and stabilization program concentrating on school bus routes and heavily traveled rural roads. The Highway Commission moved into action during the summer of 1949 and by July of this year had built several thousand miles of light-travel or black-top roads. Some \$125,000,000 of bonds were sold at unusually satisfactory interest rates of 1.57 and 1.54 per cent, and the Highway Commission moved into high gear by the middle of 1950.

At the same time the Commission kept in mind the needs of the state's extensive primary highway system. Some \$8,000,000 was transferred from regular secondary road funds to primary road purposes during the last year. Governor Scott authorized the use of an \$8,600,000 surplus on July 1, 1950 for the eight most critical primary highway projects in the state.

A regular primary highway construction budget of some \$21,000,000 annually is being used to recondition and improve the major highway arteries throughout the state.

STATE FINANCE



North Carolina's Capitol, at Raleigh, was built in 1840. It houses the State Legislature and offices of the Governor, Secretary of State, Auditor and Treasurer.

A Stabilized Financial Structure

In North Carolina you find a state that has met rising costs of government and supplied vastly increased demands for public service without substantial change in its tax rates or its revenue system since 1933, when the present permanent State Revenue Act was adopted.

North Carolina is unusual among the states in that it levies NO state tax on real estate and tangible property, leaving these sources entirely for the support of local governments.

Because of these features, North Carolina state tax rates are not readily comparable to schedules of other states, which have not taken over on a statewide basis the support of public schools, highways and other public services to the extent North Carolina has.

State taxes constitute more than 70% of all taxes levied by the state and local governments, and the state system is well balanced between business taxes and sales and personal levies. The cost of local and state governments and the number of government employees per thousand population are among the lowest in the nation. There is no way for the State to create a legal deficit, since the Governor is directed by law to reduce appropriations to the extent that revenue fails to reach estimates. This has not been necessary since 1933, however, as surpluses have resulted each year.

Disregarding the gasoline tax, which is separate from the general fund and goes entirely for highway building and maintenance, the State Government ob-

tains its major revenues from the income tax of individuals and corporations, a sales tax, gross receipts taxes on utilities and insurance companies, and beverages taxes.

Total general fund revenue for the fiscal year ending June 30, 1950, was \$132,837,831, with most important revenue producers being income taxes \$54,411,465, sales taxes \$41,847,570, and franchise taxes \$12,225,763. Heaviest expenditure was for public schools—\$87,126,297. For all other administrative purposes and the maintenance of institutions of higher learning, charitable and correctional institutions, state aid obligations, debt service and miscellaneous, expenditures during the last fiscal year totalled \$46,985,091.

Highway collections totalled \$83,348,270 and expenditures \$80,502,737.

In 1949, no change was made in tax rates by 55 of the 100 counties. 24 counties reduced their tax rate and 21 increased them. The weighted average rate for all counties in 1949 was \$1.065 per \$100 assessed valuation, and for the state as a whole the ratio of assessed valuation to actual values ranged from 40 to 45%.

There are 227 banks in the state with assets of \$1,960 millions. Life insurance in force in the state amounts to \$3.5 billion, and is currently being written at a rate of \$800 million a year. There are 176 savings-loan firms in the state having 307,000 members. North Carolina ranks first in the South as to membership and second as to number of firms.

CULTURAL ADVANTAGES



Duke Hospital and Clinic have done much to make Durham the "medical center of the South."

Outstanding Educational Facilities

North Carolina has long been up among the leaders as progress has been made in the South with respect to the facilities for public education as well as those for college training. All public schools in the state operate on a minimum term of nine months. There are eight grades in the grammar schools and four years in the high schools. This basic program is supported entirely by state revenue. Public school enrollment totals approximately 900,000, and these schools have 26,000 teachers.

Vocational training is offered to supplement the usual curriculum, and home economics and agriculture are stressed in the rural sections. The city schools provide additional work in home economics and "day trade" training. In all counties, where it is both feasi-

ble and economical, rural schools—and virtually all high schools—have been strategically merged in a consolidation program which has greatly enhanced efficiency.

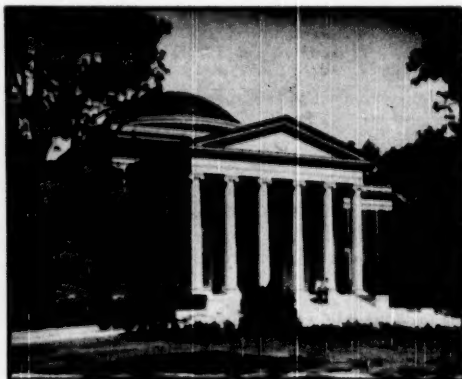
The State Legislature, this past year, granted more than has ever before been appropriated for public education; and, in addition, the people voted bonds in the sum of \$25 million for additional state aid toward new school building construction.

HIGHER EDUCATION

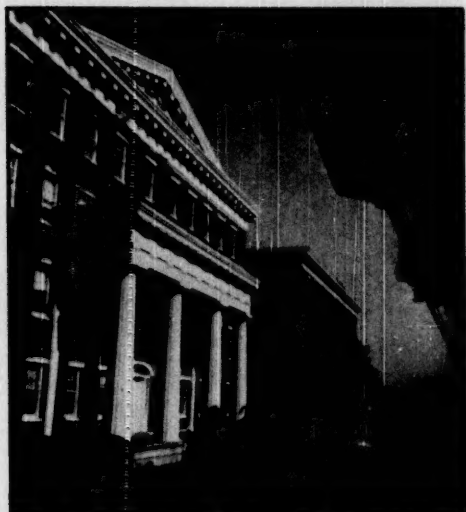
THE UNIVERSITY OF NORTH CAROLINA, at Chapel Hill, is the oldest state university in America. Today the University is widely recognized as one of the nation's foremost with regard to its academic standards and the liberalism traditionally associated with its teaching and scholarship. An administrative consolidation of the University with the Woman's College at Greensboro and the State College of Agriculture and Engineering at Raleigh, effected in 1932, is what is known today as the University of North Carolina.

Chapel Hill is almost completely coeducational, and has a student body of well over 7,000 and a faculty of over 600. In addition to its undergraduate college, it maintains schools of Law, Commerce, Library Science, Medicine, Pharmacy (the South's largest), Public Health, Dentistry, the College of Arts and Sciences, the Graduate School, the Summer School, the School of Fine Arts, a Department of Communications, a School of Journalism, and the Extension Division.

DUKE UNIVERSITY, one of the nation's best known institutions of higher learning, is located at Durham. Duke occupies two separate campuses: the East, or Woman's Campus, and the West, or University Campus.



Morehead Planetarium on campus of University of North Carolina at Chapel Hill.



**Main Hall of Salem College at Winston-Salem, N. C.
Founded 1772.**

Its plant today totals some 60 odd buildings, its student body numbers 5,000, and its faculty is maintained at more than 600. In addition to its undergraduate school, Duke has a School of Nursing, the Graduate School of Arts and Sciences and the Duke Forest. Outstanding are the Schools of Law, Medicine and Religion (Methodist).

WAKE FOREST COLLEGE, the largest Baptist institution in the state at Wake Forest, has strong schools of Law, Medicine and Religion, and is another of the outstanding institutions of higher learning in the state, as is NORTH CAROLINA STATE, located at the state capital at Raleigh. The North Carolina State College of Agriculture and Engineering is traditionally the college where Tar Heels, and numerous out of state students, prepare for careers in agriculture and engineering. N. C. State offers both undergraduate and graduate training. Its School of Textile Arts enjoys a fine international reputation. The College offers correspondence college credit courses each year and has an enrollment, in this division, of around 3,000. Night studies are also offered under this plan, all of which is under the College's Extension Division.

Other schools of higher learning at Raleigh include: Meredith College, a four-year Baptist college of liberal arts for women; Peace, A Junior College for Women, owned and controlled by the Presbyterian Church; St. Mary's School, a high school and junior college, founded by the Episcopal Church; Shaw University, a co-educational liberal arts school for Negroes, supported by the Negro State and Northern Baptist Conventions; St. Augustine's College, a coeducational college for Negroes, is supported by the Episcopal Church; The North Carolina State College for Negroes is in Durham, and was founded originally as a training school for ministers. It is coeducational, and is state supported.

There are many other schools and colleges throughout the Piedmont and Western North Carolina—denominational, privately endowed and state supported,

and the same splendid facilities are available in the Coastal Plains area.

THEATRES AND ART COLONIES

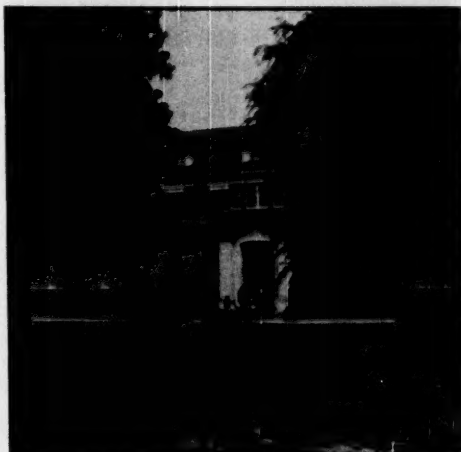
Western North Carolina has long been the center of group and folk theatres. Burnsville is the center for instruction in drama and the presentation of plays. Waynesville's Land O' Sky Theatrical School also presents plays in August, and there is summer stock in Hendersonville.

HISTORY

There are many points of historical interest in North Carolina, one of the 13 original colonies, stemming from many phases of life. Some are mere sites. Others are sites with modern monuments which recall the development of our culture. The state abounds with facilities and opportunities for cultural advancement, with its outstanding educational institutions, its medical centers at Durham and Chapel Hill, its splendid facilities for other professional training and practice. It is a state of comfortable living and comfortable homes, a religiously active community with a brilliant future.



An outstanding medical institution, Charlotte Memorial Hospital at Charlotte, N. C.



Entrance Administration Building, Queens College at Charlotte, N. C.

RECREATION



Wrightsville Beach is one of many strands in North Carolina with surf tempered by the nearby Gulf Stream on one side and placid sound waters on the other.

Tourism Brings State \$200 Million in '49

North Carolina's travel and resort industry has enjoyed phenomenal growth since the State launched its

aggressive advertising campaign in 1937, and in that period income from travel and resort operations has increased more than fivefold. It is estimated that this industry was worth more than \$200 million to the state in 1949, and was exceeded in magnitude only by the textile, tobacco and wooden furniture industries—in which North Carolina leads the nation.

The state's natural advantages in this respect are unique, in that it offers both summer and winter resorts, and a large portion of the 20,000 rooms in its resort facilities are open the year 'round. Resort accommodations increased 22% in 1950 over 1949.

There is also a state program of park and parkway development. Through it, vast improvements were made to the State Park facilities in 1949. There is the Blue Ridge Parkway, newly opened up into Asheville and connecting by mountain-top highways the Great Smoky and Shenandoah National Parks. Of all the National Parks, the most visited is the Great Smoky Mountains Park, and the opening of the new parkway links will improve still further the accessibility of the Tar Heel state's tourist attractions.

Tourism in North Carolina is big business. Every type of vacation spot is available, be it the ocean beaches or mountain lakes, summer or winter, and, as a well run business, it should continue to grow in value to the state.

The highest mountains in eastern America and the longest mid-Atlantic seaboard, with a mid-South thermal belt between them, designate North Carolina as "Variety Vacationland."



Fighting Amberjack caught off Cape Lookout, North Carolina.



Cherokees greet visitors in the Qualla Indian Reservation. 3,000 live there.

FACILITIES AND ATTRACTIONS

North Carolina stretches more than 500 miles from the Great Smokies and the Blue Ridge to the shores of the Atlantic Ocean, with 320 miles of beaches. The Gulf Stream, flowing close to the coast, tempers the coastal climate in all seasons and gives the Southeastern beaches a sub-tropical warmth.

In the western part of the state, there are 125 mountains more than 5,000 feet high, and 43 that reach above 6,000 feet.

Along the Atlantic Coast there are 1,500 miles of inland waterways, and 3,000 square miles of sounds sheltered by the narrow formation of islands and sandbars, which form the famous North Carolina Outer Banks.



Unique Cherokee mountainside theatre where "Unto These Hills" is presented.



Square dancing—Old fashioned figures are quite popular in the Tar Heel State.

Cape Hatteras, with its historic lighthouse, is in a State Park now under development, and the first National Seashore Park is proposed for the Outer Banks.

On the coast are some of the best-known fishing grounds of the Mid-Atlantic—Nags Head and Oregon Inlet, Cape Hatteras, Diamond Shoals and Ocracoke, Cape Lookout in Morehead City—Beaufort area, Cape Fear, near Wilmington and Southport. Both surf-casting for channel bass, and off-shore fishing for amberjack, dolphin, cero, sailfish and other game is unexcelled. Nearby sounds and rivers and fresh-water lakes offer bass, perch and other fishing practically all year round.

All told, more than 40 varieties of gamefish are caught in the Tar Heel State. The catches range from blue marlin off Cape Hatteras to panfish in the highest mountain lakes in Eastern America.



Another drama—the "Lost Colony" presented annually on site of first colony.



Tuckasee Falls, near Bryson City. One of many spectacular falls in the area.



Mountain-top Craggy Gardens, near Asheville, may be seen from the Blue Ridge Parkway. Acres of rhododendron bloom there in late May and June, and in the fall the mountain-top is ablaze with color.

Streams and lakes throughout the state are stocked by eight hatcheries of the North Carolina Wildlife Resources Commission, which produce millions of trout, bass and bream.

Currituck, Ocracoke and Hatteras are names synonymous with duck hunting. Lake Mattamuskeet is famous for big Canada geese.

Famous plantations and gardens in the southeastern part of the state include Orton and Airlie, near Wilmington.

SIGHT SEEING

One of the 13 original colonies, North Carolina is rich in history and legend. New Bern—where the place of a colonial Governor, Tryon, is being restored—Edenton and Bath are all ancient capitals, with colonial homes and buildings well preserved. Ocracoke Island is rich in lore of the Pirate Blackbeard.

The Capital city, Raleigh, bears the name of the explorer who established the first English colony in America—on Roanoke Island.

Important battles of the Revolutionary and Civil Wars were fought in North Carolina.

Raleigh is the only capital city built on a site selected and developed for the specific purpose of becoming a State capital. The Museum, Hall of History, are among many points of interest in Raleigh. A huge bronze monument to the three Presidents of the United States born in North Carolina—Andrew Jackson, James K. Polk and Andrew Johnson—stands in the square surrounding the 125-year old Capitol.

In Charlotte, the largest city in the State and where Mecklenburgers signed a declaration of independence prior to the Philadelphia declaration, the old Mint Museum is open to visitors.

Historical markers along North Carolina's high-

ways indicate places of interest and historical importance.

HISTORICAL DRAMAS

Thousands of visitors see two important historical dramas presented from July 1st through Labor Day in amphitheatres built upon the sites of history itself.

One of these is the *LOST COLONY*, by Paul Green, which is presented on Roanoke Island—site of the first English Colony in America. Nearby is Kitty Hawk, where the Wright Brothers made the first airplane flight in 1903 from Kill Devil Hill. This is a great sand dune, now grass covered and marked by a huge granite pylon. It is a National Monument and open to visitors the year around.

The other is "*UNTO THESE HILLS—A Drama of the Cherokees*," which is presented on the Cherokee Indian Reservation at the entrance to the Great Smoky Mountains National Park.

It portrays the little-known story of the eastern band of Cherokee Indians who resisted the might of the United States Army to herd them westward over the "Trail of Tears," and clung to their mountain domain. This is now the Qualla Reservation, adjoining the Great Smoky Mountain National Park. It is the largest Indian reservation in the East.

Some 3,000 strong, the Cherokees are taking leading roles in their drama, which is sponsored by the State of North Carolina and the U. S. Indian Service through the Cherokee Historical Association.

Written by Kermit Hunter of the Carolina Players, the Cherokee drama immortalizes the story of Tsali, the Cherokee who sacrificed his life to gain peace for his tribe in their resistance to the white man's efforts to march them into exile.

Since last summer, the Indians have been busy on the project. Bulldozers have transformed a mountain-

side into a theatre seating 3,000. Hard-surfaced roads have been built to link the theatre with the trans-Smoky Mountain highway, North Carolina 107, and large parking areas have been graded and paved in what a year ago was a forest.

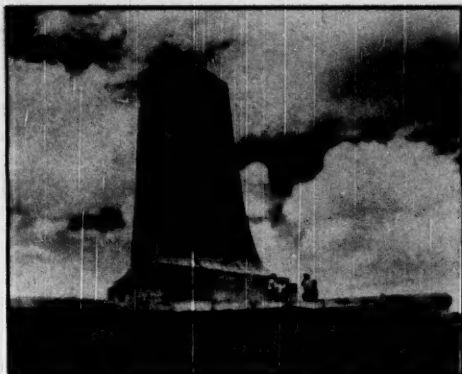
PARKS AND PARKWAYS

The Blue Ridge Parkway—a 477 mile mountain-top boulevard connecting the Great Smoky Mountains National Park in North Carolina and Tennessee with the Shenandoah National Park in Virginia. The average elevation of the Blue Ridge Parkway in North Carolina is 3,000 feet, but it reaches up to 5,000 feet, and at times burrows through mountain-tops in vehicular tunnels. This skyway is an exciting adventure in motor-ing. There are very few things like it in the world. It is maintained for year-round traffic, and is so well graded and paved that it offers boulevard safety along with some of the most spectacular scenery in eastern America.

There are 12 national parks, forests, monuments and memorials, and 13 State parks in North Carolina. Numerous summer camps for boys and girls and the Qualla Cherokee Indian Reservation are located in the western part of the State.

MOUNTAIN RESORTS

Asheville is the largest city in the mountain resort region. Waynesville and Bryson City are at gateways to the Great Smokies. Hendersonville is an important resort center between the Sapphire Highlands to the West and the thermal belt in which Tryon, a famed all-year resort is situated. Biltmore House, near Asheville, is a famous estate. It is open to the public.



Wright Memorial, the granite pylon marking the site of the first airplane flight at Kitty Hawk, N. C.

In the mountains, trout and bass fishing are popular. There is big game hunting for bears and wild boar. There are many interesting waterfalls.

Fishing and boating are not only enjoyed in coastal waters and mountain streams, but in many lakes. The largest of these is Lake Mattamuskeet, 50,000 acres, which is below sea level, and famous for bass fishing and wild fowl shooting. Other natural lakes with resort facilities include White Lake and Lake Waccamaw in the east. Most of these lakes are in meteor-formed basins.

In the mountains a number of famous resort lakes were formed as a result of the huge hydro-electric power development program. These include Fontana, 10,670 acres, with complete resort facilities; Lake Lure, in the Chimney Rock area, Hiwassee and Santeetlah.

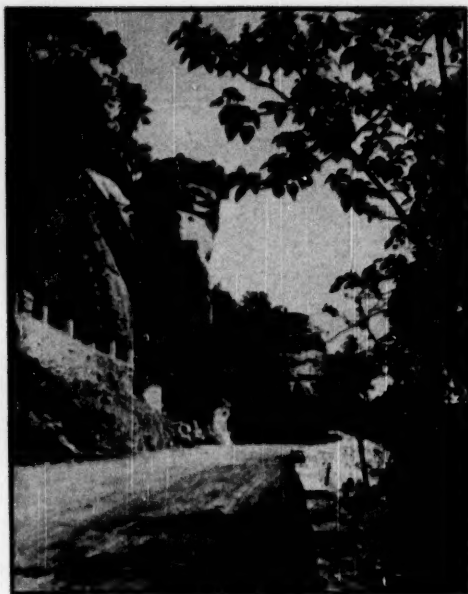
Golfing and riding are year-round sports in North Carolina. The Sandhills resorts, Pinehurst and South-ern Pines, are the scenes of national tournaments from



The entrance to restored Fort Raleigh on Roanoke Island.



Famous Cape Hatteras Light.



Chimney Rock Mountain, a giant precipice dominating Hickory Nut Gorge, 26 miles southeast of Asheville. The rock is a 256 foot monolith projecting from the mountain. A high-speed elevator now whisks visitors up a shaft drilled through solid granite to the top of the rock.

November to May. Sedgefield, near Greensboro, is a golf and fox-hunting center.

EASY TO GET THERE

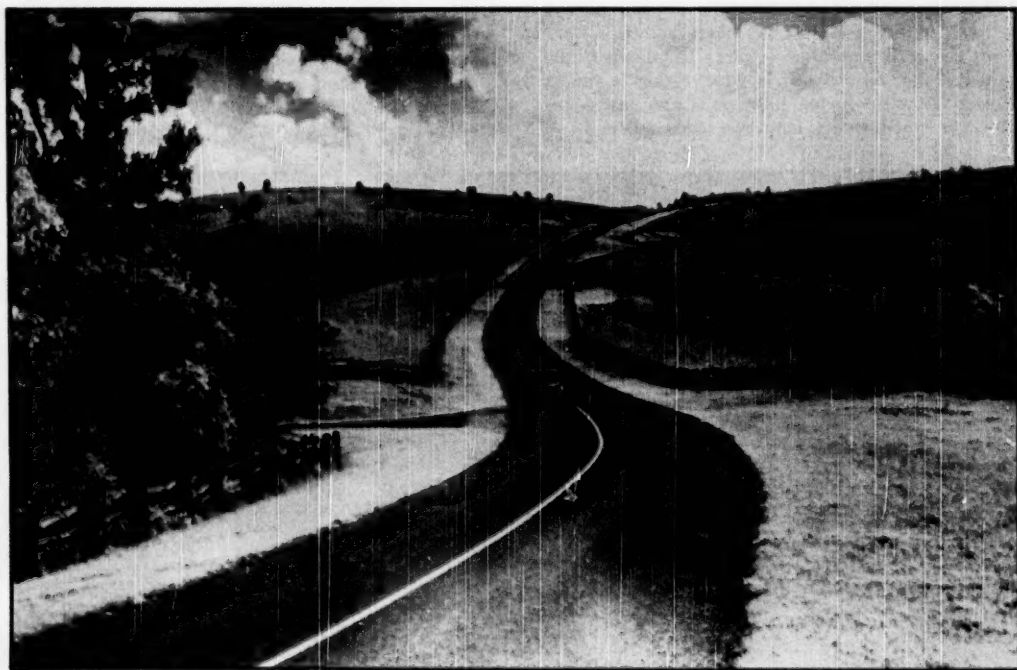
North Carolina is easy to get to—by motor, rail, air or water. Well over half the population of the United States lives within a 600-mile radius—two days easy driving at the most. The State's 64,000 miles of highways make travel in any direction convenient, and airports, served by five trunk airlines and charter services, dot the State. Several trunk railroads serve North Carolina, and bus service is frequent. The Inland Waterway offers safe passage and sheltered anchorage for thousands of pleasure craft.

The climate of North Carolina is well suited, not only to all-year vacations, but to industry and agriculture.

The high mountains in the west form a barrier against extreme cold, and the proximity of the Gulf Stream tempers the weather in the east. There are, consequently, few extremes. Snow is infrequent. Highways—even in the mountains—are rarely impassable due to ice.

The average annual temperature ranges from 62 degrees on the coast to 55 degrees in the mountains. The average annual rainfall is 50 inches. Rain is well distributed. There are no prolonged rainy seasons, and tornadoes are practically unheard of in North Carolina.

Accommodations throughout the State range from luxurious to modest.



Skytop Drive—The Blue Ridge Parkway, skimming mountain crests for nearly 500 miles, is an exciting adventure in motoring.

CLOTH IS MADE FROM MORE THAN YARN



Each figure represents
the location of a plant.

INTO the warp and woof of good fabrics go many things...but more than anything else, it's men and women who make the cloth. No other factor is more important than the more than twelve thousand skilled operators who produce Cone fabrics. Their interest...their pride...their loyalty...indelibly stamped on the Carolinas, is responsible for the fine textiles which bear the Cone "Seal of Service".

This seal, recognized as a mark of distinction in fabrics, is also a symbol of opportunity and security for each individual employee and the community in which he lives. From their many hands quality fabrics go out to the world...the product of free men and women who daily live and practice democracy.

CONCERN CONE MILLS CORPORATION GREENSBORO, N.C.

PROXIMITY PLANT, Greensboro, N. C. • WHITE OAK PLANT, Greensboro, N. C. • REVOLUTION DIVISION, Greensboro, N. C.
TABARDREY PLANT, Haw River, N. C. • EDNA PLANT, Reidsville, N. C. • RANDLEMAN PLANT, Randleman, N. C. • PINEVILLE PLANT,
Pineville, N. C. • ASHEVILLE PLANT, Asheville, N. C.

ASSOCIATE COMPANIES

CONE FINISHING COMPANY: PRINT WORKS PLANT, Greensboro, N. C.; GRANITE PLANT, Haw River, N. C. • ENO COTTON MILLS, Hillsboro, N. C.
MINNEOLA MANUFACTURING COMPANY, Gibsonville, N. C. • CLIFFSIDE MILLS: CLIFFSIDE PLANT, Cliffside, N. C.; HAYNES PLANT,
Avondale, N. C.
FLORENCE MILLS: FLORENCE PLANT, Forest City, N. C.; AMERICAN SPINNING PLANT, Greenville, S. C. • SALISBURY COTTON MILLS,
Salisbury, N. C.

Selling Organization: CONE EXPORT & COMMISSION CO., INC., 59 WORTH ST., NEW YORK CITY

LETTERS

(Continued from page 6)

this item if you will give me permission to do so.

B. F. Moomaw
Chamber of Commerce
Roanoke, Va.

Gladly.

Sir:

Thank you for the splendid editorial on the front cover of your July issue. All

the development agencies of the South can well adopt it as a program for immediate consideration and aggressive action. We should ever remember that.

"There are few difficulties that hold out against real attacks; they fly like the visible horizon before those who advance."

H. M. Pace, V-Pres.
S. C. Electric & Gas Co.
Charleston, S. C.

Sir:

Referring to the reprint of the July, 1950 issue, (cover) this is very good. Please send to me, an additional ten more copies.

Edgcomb Steel Co.
Charlotte, N. C.

Sir:

In response to the "Reader Poll" of your July 17 Newsletter I value highly the editorial "What the South Must Do" appearing on the cover of your July issue. We have already made good use of that editorial. I would greatly prefer that kind of cover to the usual picture, chart or graph.

Raymond V. Long
Commissioner
Commonwealth of Va.
Division of Planning &
Economic Development

Richmond, Va.

Sir:

The editorial "What the South Must Do" carried on the front cover of the July issue of the MANUFACTURERS RECORD points up some things which appear to merit further emphasis.

An indispensable factor to the growth of industry in any area is a dependable market for the products of industry. Hence, the pertinence of the editorial's suggestion that more be done about marketing and supplying finished products based on raw materials available in the South.

I am encouraged to believe, in the light of recent events, that progress is being made along this line.

The specific subjects listed in the editorial undoubtedly warrant careful study and concerted activity.

Warren T. White,
Assistant V-Pres.
Seaboard Air Line
Railroad Co.

Norfolk, Va.

Sir:

Many thanks for enclosing proof of the front cover of the July issue of MANUFACTURERS RECORD.

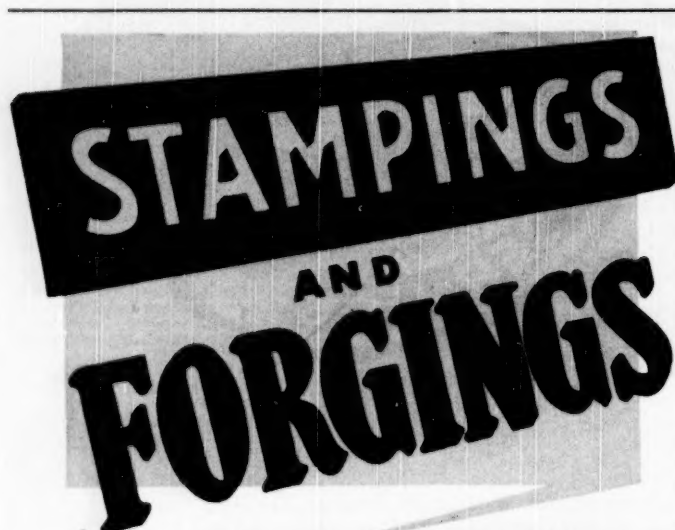
I have read this with a great deal of interest and think it is exactly what the South needs.

Charles R. Youts, Pres.
Plantation Pipe Line Co.
Atlanta, Ga.

Stanolind Oil Increases Personnel at Oklahoma City

Stanolind Oil and Gas Company will add 44 employees to its central division operation in Oklahoma City on September 1, according to T. H. Marshall, chairman of the Chamber's Oil and Gas Division. The move is being made from Tulsa and follows the decision of Stanolind officials to decentralize their operations.

This move will be followed by 129 additional employees who will move to Oklahoma City the first part of 1951. Offices for the expansion have been acquired in the Perrine Building. The move by Stanolind adds to the trend that has been taking place in Oklahoma City for the past three years wherein oil companies have been making the city their headquarters for the Mid-Continent territory.



made to your specifications from top-quality DIXISTEEL

Many Southern manufacturers and fabricators have found that they can improve their products and cut costs by using DIXISTEEL Forgings and Stampings.

Made from our own open hearth DIXISTEEL, correct chemical and physical properties to meet your specifications are assured.

Blanked and formed parts are manufactured on the latest type presses, ranging in capacity up to 250 tons. Closed-die forgings up to 20 pounds are produced by skilled men on modern drop hammers.

Other facilities available to you include upsetting, trimming, threading, punching, hot-bending, broaching, decaling, and hot-dip galvanizing.

Without obligation to you, let us furnish details and estimates. Write or telephone today.

Atlantic Steel Company

MAKERS OF DIXISTEEL SINCE 1901

ATLANTA, GEORGIA

"What's in a name?" *Shakespeare asked*

Burlington, N. C.
at home to industry

When industry goes calling, names are pretty important. It goes where it knows it will be well received. You will note, also, that industry attracts industry. That's why the name BURLINGTON, NORTH CAROLINA is a popular one in industrial circles.

Burlington is always "at home" to industry. Their Industrial Planning Board is always ready to assist new industries in getting space, plant sites and labor supply. Housing and other problems are also given special consideration.

Coupled with the progressive spirit of the New South, is the graceful living associated with the Old South.

The industrial family in Burlington is rapidly growing larger. One reason is that industry realizes that there is a lot in a name. They know that Burlington means new profits, adequate resources, good transportation, and happy labor-management relationships.

Remember this, Mr. Manufacturer, when industry goes calling, Burlington gives it a real business-like reception. You will enjoy doing business in Burlington.

For Additional Information Write To

S. Carlyle Isley, Mayor, City of Burlington
or
Manager, Burlington Chamber of Commerce

"Where Industry Has Been An Honored Tradition For Over 60 Years"

NEW PRODUCTS

Self Centering Chuck

Buck Tool Co., 2915 Schippers Lane, Kalamazoo 63, Mich.—Self-centering chuck with a built-in adjustment for .0005 accuracy. Precision ground on all working surfaces and production balanced the "Adjust-Tru" chuck provides the flexibility and speed of scroll chucks plus the precision of 4-jaw independent chucks. It is said to be the first important development in chuck design in fifty years. The "Adjust-Tru" chuck eliminates the need for collets; compensates for spindle run-out; can be changed from lathe to lathe; can be adapted to dividing heads; screw machines, grinders and minimizes use of stub arbors, mandrels and step collets, according to the company.

Improved Lock Nut

Grip Nut Co., 306-X S. Michigan Ave., Chicago, Ill.—Improved design of the Gripco lock nut having six double-triangle thread-deflection areas instead of three, thus increasing the holding power nearly 50 percent, and producing a longer lasting grip to withstand severe vibration and strain, according to the company. The shape of the projections on the Gripco projection weld nut has also been improved to make a more positive weld, and these nuts are now available with either common threads or with the double-triangle Gripco lock thread as desired. Many types of Gripco nuts are now available in stainless steel and non-ferrous metals.

Vapor Collector

Aget-Detroit Co., Ann Arbor, Mich.—A high volume, self-contained collector for vapor and mist is added to its line of unit type collectors for industrial dusts, vapors, mists, lint, etc. The model VC-5 is equipped complete with motor mounted starting switch and drain spout for returning collected condensate to reservoir of machine or to waste as desired. Vapor mist is condensed by a special non-inflammable spun-glass filter. The vapor collector is said to have ample capacity for collecting large volumes of mist and vapor from: screw machines, centerless grinders, chucking machines, etc. Mist or vapor of the type that becomes airborne and coats walls, ceilings, fixtures and other machines, can be controlled by this type of collector, it is claimed.

Plastic Fabricator

Taber Instrument Corp., 127 Goudry St., N. Tonawanda, N. Y.—Machine called the Taber model 138 sheet plastic cylinder fabricator made available to fabricators of sheet plastic for making rigid transparent cylinders for transparent packages and visual displays. The cylinder is automatically sized to

NO CAT COULD TOP THIS!



The old story has it that cats have nine lives, but even if they had, they couldn't top an Armco STEELOX Building.

Although these unique structures are permanent buildings they have an added advantage. They can easily be extended, rearranged or completely dismantled and moved as often as necessary. Obsolescence is never a problem. Even after several "moves," your building remains tight and dry.

STEELOX Buildings can be erected by a small unskilled crew in just a few hours. You get an attractive, dependable structure at low cost. Building widths range from 4 to 36 feet with unlimited lengths.

When you need a larger structure, the Armco PIONEER Building affords desirable economies. Write for complete data on your specific needs.

ARMCO DRAINAGE & METAL PRODUCTS, INC.

DIXIE DIVISION

524 Forsyth Bldg., Atlanta, Georgia

SOUTHWESTERN DIVISION

3500 Maury St., Houston, Texas

Other Offices in Principal Cities

ARMCO STEEL BUILDINGS



Taber Model 138 Fabricator

exact diameter before the lap joint is sealed thus eliminating variation in diameter due to looseness of wrap of the sheet around a solid mandrel commonly used, according to the maker.

The Model 138 is operated by a foot treadle mounted on ball bearings, providing maximum ease of operation, and it also gives the sealing bar a fast, powerful movement.

Industrial Welder

Hobart Bros. Co., Troy, Ohio—Complete line of a-c transformer welders in which welding heat adjustment is accomplished electrically through an a-c reactor. The transformer has conventional primary and secondary windings, plus an additional winding which supplies current through a rectifier to provide d-c current for a-c reactor adjustment.

Available in 200, 300, 400 and 500 ampere sizes with stationary or portable mountings, and with a sturdy lifting eye for handling by hoist or crane. Attachments are available for all sizes to adapt these welders for Inert-Gas-Shielded Arc Welding or Inert-Gas-Shielded Spot Welding.

Tote Box

U. S. Rubber Co., Rockefeller Center, N. Y. 20, N. Y.—A type of stacking and nesting tote box that is formed in one seamless piece from the company's Royaltite thermoplastic material. Handles are formed into the roll of the upper lip so that the tote box can be picked up from any side. All corners are rounded.

The box is designed for criss-cross stacking, with adequate locking when boxes are

(Continued on page 106)

TAKE A LOOK AT **CHARLOTTE**

*RISEING
Star of
the Southeast*

1950 POPULATION	
CITY	133,212
METROPOLITAN	196,163
TRADING AREA	1,100,000

★ **SINCE 1940**

★ **251% INCREASE IN
MANUFACTURING**

★ **370% INCREASE IN
WHOLESALE**

★ **273% INCREASE IN
RETAILING**

★ **32% INCREASE IN
POPULATION**

Among other advantages, Carolina's leading city offers manufacturers and distributors: excellent buildings and sites; a plentiful supply of experienced labor; unexcelled transportation facilities; low utility rates; sound local and state government; pleasant suburban living; a 100% progressive American community—not too large, not too small. Statistics, wage rates, freight rates, general information, and active assistance will be furnished promptly by the Industrial Department of the Chamber of Commerce.

CHARLOTTE CHAMBER OF COMMERCE, INC.

121 W. FOURTH ST.

CHARLOTTE, N. C.

NEW PRODUCTS

(Continued from page 104)

stacked. Contents of each can be easily seen when stacked. According to the company, the boxes take up little space, are very light weight, easy to handle and easy to clean; are extremely tough, with high resistance to impact.

Drum Pump

Lincoln Engineering Co., 5702-13 Natural Bridge Ave., St. Louis, Mo.—Addition of two heavy duty drum pumps to their line of lu-

bricating equipment. These 400-pound drum size models, No. 1761 for Bung-Opening Drums and No. 1766 for Full Open Drums are air-motor operated. They provide a fast, economical means of pumping lubricants, sealing compounds and other semi-fluid or viscous materials directly from original 90 pound refinery drums where abnormally low air pressures are required, according to the company.

Pumps can be installed so as to deliver lubricant or materials through pipe lines to conveniently placed outlets remote from the central source, or if entire output of pump

is required at one place, a hose assembly can be attached directly to the pump outlet.

Pipe and Bolt Machine

Beaver Pipe Tools, Inc., Warren, Ohio—Model-E Economy Model Pipe and Bolt machine, a 185 pound power tool for cutting and threading pipe, bolts and conduit, lightweight, completely maneuverable and less costly to purchase and maintain than similar models. Model-E has a total capacity up to 8 inches, is lever fed and smooth operating, according to the manufacturer.

Although designed primarily for hardware stores and small piping contractors, big contractors will find the Model-E useful on jobs requiring extreme portability.

Dry Air Pump

Aro Equipment Corp., Bryan, Ohio—Motor driven dry air pump, Model C-1030, an integral unit with an electric motor driving a vane type positive displacement rotary air pump.

The pump is so designed that it will deliver 1/2 CFM, an inlet suction of 4 inches mercury and an outlet pressure of 1 inch mercury. The pump requires no external source of lubrication as is common with standard aircraft vacuum pumps—thus no oil fumes are emitted to the atmosphere, the maker reports. This feature is of particular interest to the aircraft industry for applications such as pressurizing the radar chamber.

Moto-Trolley

Industrial Equipment Co., 315 N. Ada St., Chicago 7, Ill.—Moto-trolley designed for attachment to standard lug-mounted electric hoists and may be adjusted to accommodate a wide variety of beam sizes.

The Moto-trolley has crown-tread machine steel wheels with hardened drivers. Each wheel is equipped with double row precision ball bearings and an industrial removable head axle fitted with Alemite grease fittings. It is powered by a crane-duty high torque totally enclosed motor of 30 minute, 35 degree rating. The magnetic contact panel is equipped with a transformer to reduce the voltage in the single speed push button control circuit.

Centrifugal Clutch

Armstrong Products Co., Milwaukee, Wis.—Low cost, centrifugal clutch adaptable for both electric motors and internal combustion engines of one half horse power to six horse power. The company states the clutch is lighter in weight, simpler in operation, and lower in cost than any other clutch of this type now on the market.

The company is only manufacturing their centrifugal clutch in three sizes at the present time to accommodate the small motor field but will design and manufacture one to solve any power transfer problem.

Push-Pull Controls

Simmonds Oerossories, Inc., Industrial Products Div., Tarrytown, N. Y.—Line of pre-assembled and pre-formed push-all controls designed for economic and efficient transmission of motion.

Basic elements of the push-pull control are a moving member, or linkage, enclosed in either a rigid or flexible casing, or a combination of both. Two types of linkage are available, a No. 4 light duty control for light aircraft and industrial application and a No. 57 for combined accuracy and strength.

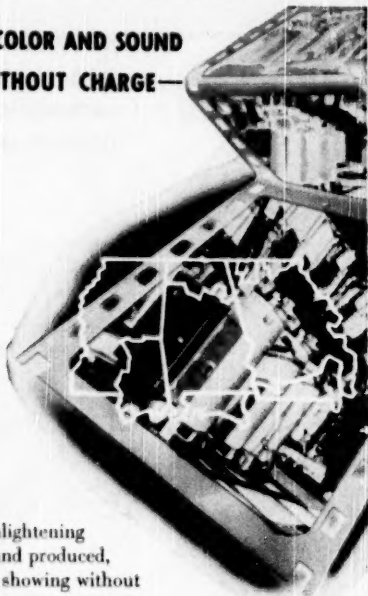
Magnetic Latch

Laboratory Equipment Corp., St. Joseph, Mich.—Magnetic latch for use on cupboard doors, one of its principal benefits being in keeping warped and sagging doors closed. The magnet used is permanent and will last a lifetime, the manufacturer states.

A complete unit consists of a small but powerful permanent magnet, a small plate made of special steel, and necessary screws. The latch has a harmonizing polished metal finish.

(Continued on page 108)

MOVING PICTURE IN NATURAL COLOR AND SOUND AVAILABLE FOR SHOWING WITHOUT CHARGE—



POWER OF THE SOUTH is an enlightening film in natural color and sound produced, sponsored, and offered for showing without charge by the four associated power companies of The Southern Company.

Running just under 30 minutes, this color movie records, for the first time on film, the dramatic story of Southern progress in marketing and industry, in science and education, in agriculture, in recreation and in health.

Everyone—particularly those interested in the remarkable growth of Southern industry—should see POWER OF THE SOUTH for its educational and entertainment value, its vivid over-all picture of our new, modern, progressive Southland.

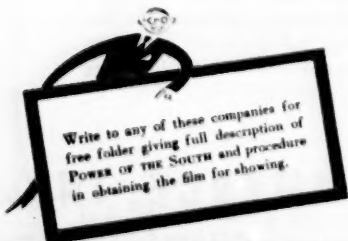
ALABAMA POWER COMPANY
Birmingham, Alabama

GEORGIA POWER COMPANY
Atlanta, Georgia

GULF POWER COMPANY
Pensacola, Florida

MISSISSIPPI POWER COMPANY
Gulfport, Mississippi

**The
Southern Company**
Atlanta, Georgia



Write to any of these companies for free folder giving full description of POWER OF THE SOUTH and procedure in obtaining the film for showing.

IN NORTH CAROLINA —

Why DURHAM?

WHY SHOULD YOUR INDUSTRY COME TO DURHAM? The answer is found in Durham Folks, Durham Facilities, the Durham Feeling! We believe in our city, and we want to see it grow. We want new industries, and we are ready to give them a hand in getting started. And we have the facilities to do it too. Durham offers new industry ten star attractions. See how well they fit into your new product or expansion program.

- ★ Located in the heart of North Carolina's North Central Piedmont Section. Close to both raw materials and markets.
- ★ 5 Railroads with unexcelled package car service in the South.
- ★ 3 Airlines—24 flights daily—north, south and west.
- ★ 19 truck lines to all points.
- ★ Business managed City and County Governments.
- ★ Industrial sites on railroads and highways or both.
- ★ If desired, buildings will be constructed to fit your particular requirements.
- ★ Ample labor supply, both men and women.
- ★ Equitable climate—South's Greatest Medical Center.
- ★ Excellent public schools. Seat of Duke University.

Build Your Future In . . .
The Friendly City of Industry, Education and Medicine

DURHAM
NORTH CAROLINA

WRITE FOR BOOKLETS: "The City of Durham"
"Economic Summary"—a Statistical Survey

ADDRESS: Durham Industrial Relations Dept.
P. O. Box 610, Durham, N. C.

NEW PRODUCTS

(Continued from page 106)

Protective Device

Chase-Shawmut Co., Newburyport, Mass.—Current limiting device for the protection of low voltage switchgear, bus ways, circuit breakers, transformers and other electrical installations against short circuit damage. Called the Amp-trap, the company states it is of a unique design, combining high current interrupting ability with such extremely fast action that the current is cut off long before it can build up to dangerous levels.

Amp-traps are furnished in various models and ratings to match the electrical characteristics of old and new power installations. For more information, write the company listed above.

Dual Control Unit

Heinemann Electric Co., Trenton, N. J.—Dual Control Service Equipment, providing two separate circuit-protective units in one 16-gauge corrosion-proofed steel enclosure. Developed primarily for use in rural areas, the Dual Control Unit has one set of magnetic breakers for the main disconnect of all service equipment and one set of magnetic breakers which can be used as a separate system for control of water pumps, fire-fighting equipment, outdoor lighting, barn or any other special circuits. Black handles indicate main disconnect and red handles mark disconnect for the secondary circuits.

Spin Lock Screw

Russell, Burdall & Ward Bolt & Nut Co., Port Chester, N. Y.—Washer-less screw, the Spin-Lock, in hex, pan, truss or flat heads, which the company recommends for faster, tighter, less costly assembly. The unusual feature of the spin-lock screw is the patented ratchet-like teeth on the underside of the head, which the company says eliminates the time-wasting step of adding a washer.

The screw is one piece, with no washer to add. It can therefore be hopper-fed. The company states it cuts inventory and purchasing costs, as there is just one piece to stock and buy. The maker adds that locking power is positive, as there are no parts to cant or fall off; fastening is neater (flush with surface) and safer (no protrusions to catch fingers or clothes).

Hand Dispenser

Minnesota Mining & Mfg. Co., St. Paul, Minn.—Hand dispenser for dispensing lengths of tough tear-resistant filament tapes. Called a "Scotch" brand Filament tape hand dispenser, the all-metal unit is designed for use with "Scotch" brand filament tapes and other hard to cut tapes.

Main feature of the dispenser is a razor-sharp cutting edge. A thumb operated trig-



Filament Tape Dispenser

ger presses the cutting blade against the tape to make the cut. When the trigger is released the blade retracts so that it cannot cut accidentally. Dull blades, the announcement pointed out, can be changed as easily as safety-razor blades, loosen the screw at top of dispenser, slide the old blade out, insert the new blade, and tighten the screw. Five replacement blades are included with each dispenser.

The dispenser, available at \$5.00, can be used with tape rolls up to 72-yards in length, and accommodates tape widths from 1/2 to 1-inch, the company states.

Stamping Fixture

M. E. Cunningham Co., Pittsburgh, Pa.—A marking device for stamping round or curved metal parts, identified as the PF-20 Periphery stamping fixture, features a unique type arrangement which permits the use of regular straight body type for curved marking.

The improved retaining feature, which allows the characters to stamp on a specified curved radius, eliminates the need for retaining pins and slotted type. The holder can be made suitable for one or two rows of type, which is easily changed by removing the face plate of the holder.

Roof Ventilators

DeBorheat Fans Division, American Machine & Metals, Inc., E. Moline, Ill.—Vertical discharge roof ventilators for industrial applications, designed for exhausting air from foundries, machine shops and other buildings where harmful exhaust fumes must be discharged into the air as high as possible above the roof.



YOURS FOR Better BUILDING

Whenever you see this symbol displayed by a clay products manufacturer you can be assured that he is a leader within the industry . . . that his is a reputable concern . . . and that the quality of his brick or clay tile is the best he can offer you for the price.

Moreover, this insignia signifies that the manufacturer actively supports an organization—**Brick and Tile Service, Inc.**—whose sole purpose is to strive for better construction in North Carolina.

Through this organization, the outstanding brick and clay tile manufacturers of North Carolina make available—without charge—plan books, technical literature, masonry engineering consultation and advice, training aids and materials for mason training classes, and a host of other contributions to better building.

In this way the member-manufacturer helps you get more for your construction dollar, whether it's a home you plan or your part of tax-built structures.

BRICK and TILE SERVICE, INC.

A Service of North Carolina's Leading Clay Products Manufacturers.
GREENSBORO, NORTH CAROLINA

BORDEN BRICK & TILE CO., GOLDSBORO
BUREN CLAY PRODUCTS CO., PLEASANT GARDEN
CHEROKEE BRICK CO., RALEIGH
CRUMPLER BRICK CO., INC., ROSEBORO
GRANT BRICK WORKS, WELDON
HENDRICK BRICK & TILE CO., MT. HOLLY
MOLAND-DRYSDALE CORP., HENDERSONVILLE

NASH BRICK CO., ROCKY MOUNT
NORWOOD BRICK CO., LILLINGTON
PINE HALL BRICK & PIPE CO., WINSTON-SALEM
SANFORD BRICK CO., ROSEBORO
SANFORD BRICK & TILE CO., COLON
SESTER BRICK CO., LILLINGTON
STATESVILLE BRICK CO., STATESVILLE

*move in and grow
with*

FAYETTEVILLE, N. C.

★
AGRICULTURE — COMMERCE — INDUSTRY

★
TEXTILES — PLYWOOD — LUMBER

THE CAROLINA'S FARTHEST INLAND PORT

**2 U.S. HIGHWAYS
NORTH — SOUTH**

**3 RAILROADS
MAINLINE A.C.L.**

**1 AIRLINE
12 FLIGHTS DAILY**



**WATER TRANSPORTATION
(BARGE TRAFFIC)**

POPULATION: 1940	17,428	1950 —	34,605 ..	98.5%
RETAIL SALES: 1939	\$9,013,000	1948 —	\$45,718,000 ..	407 %
WHOLESALE SALES: 1939	\$5,709,000	1948 —	\$29,174,000 ..	411 %

★
HIGH QUALITY NATIVE LABOR — EXCELLENT MARKET
FAIR TAXES **ADEQUATE POWER**

★
WRITE TO

THE CHAMBER of COMMERCE, INC.
P. O. BOX 1076 **FAYETTEVILLE, N. C.**

This advertisement sponsored by THE PUBLIC WORKS COMMISSION

Southwide Chemical Conference To Be Held Oct. 16th, in Atlanta

Striking evidence of the South's progress in chemical sciences and industries is provided in the announcement of plans for a Southwide Chemical Conference which will attract more than 500 leading industrialists and scientists to Atlanta next October 16 to 18. News of the regional conference, second of its type and largest ever to be held in the area, was released by a joint committee of the American Chemical Society and the Southern Association of Science and Industry, Atlanta, Ga. The two organizations are acting as joint sponsors of the meeting, which is designed to accelerate Southern progress in all fields of chemistry.

Already, a number of nationally-known chemists and business leaders have accepted invitations to appear on the program. They include E. H. Volwiler, national president of ACS and president of Abbott Laboratories, Chicago; pharmaceutical manufacturers; Leland I. Doan, president, Dow Chemical Company, Midland, Mich.; and Sidney D. Kirkpatrick, editorial director, *Chemical Engineering*, of New York. Leading scientists on the program will include Dr. W. F. Libby, of the University of Chicago, and Dr. C. C. Price, of Notre Dame University.

Special technical sessions will be devoted to physical, inorganic, organic, and analytical chemistry, biochemistry, chemical education, and industrial chemistry.

A chemical industries session will occupy one full day of the program, with comprehensive reports devoted to such subjects as opportunities for plastics industries, expansion of petroleum industries, quality control in food and drink industries, and development of new chemical products from Southern raw materials.

Commenting on the increasing interest in chemical sciences in the South, SASI Vice-President, Charles R. Younts, who heads the Plantation Pipe Line Company, of Atlanta, said that "chemical industries are already the industrial giants of the Southwest, and this activity is spreading rapidly around the Gulf Coast. Besides the great oil and gas industries, we have large chemical fertilizer installations, big new synthetic fabric plants, paper and pulp mills, and important food-preserving industries. Chemical research, as fostered by such groups as the ACS and the SASI, is accelerating this growth."

Port Houston Registers Big Foreign Trade Gain

The Port of Houston registered a spectacular 48.31 per cent gain in foreign trade during 1949 despite a nominal five per cent drop in total tonnage, according to preliminary statistics released by the U. S. Army Engineers at Galveston.

The report, which will be protested by the Navigation District, shows Houston's total tonnage at 35,887,488, less than two million tons below the all-time record set

in 1948 when the port was ranked second in the nation.

Gen. W. F. Heavey, port director, said Navigation District figures show Houston's 1949 total to be 37,564,000 tons.

The five per cent decline in total tonnage over the record 38,904,464 tons credited to Houston in 1948 was considered a "nominal" drop by port authorities who pointed out that virtually all of the nation's other major ports unofficially reported cargo movements off from 15 to 20 per cent for last year.

The Army Engineer figures emphasize Houston's growing importance as a foreign trade port.

Imports jumped 360 per cent for 1949, totaling 1,390,495 tons as compared with only 385,611 tons for the year of 1948. Exports through the Port of Houston increased to 4,913,083 tons during 1949 as compared with 3,835,536 for 1948.

Defense Against Atomic Bombs

"Atomic Attack—A Manual for Survival." This book, just released, is a practical manual for Civil Defense organizations, and others connected with disaster committees. It is also a "What To Do Book" for the individual.

The authors are John L. Balderston, Jr., and Gordon W. Hewes. Balderston was Physicist-Engineer at Oak Ridge, Tenn., 1943-47; Hewes was Analyzer of Japanese target cities for the 20th Air Force, World War II.

The edition is being sold by Culver Products Co., Culver City, Calif.




The Pilot Grows with the South

Today the Pilot group insurance division maps protective programs for every facet of North Carolina industry—textiles, furniture, lumber, tobacco, food, and many others. These Group Insurance programs were tailored by Pilot experts to enhance the stability and future of North Carolina industry.

Thus the Pilot Life Insurance Company is truly proud of the Old North State's industrial surge in recent years . . . because they have grown together.

PILOT LIFE INSURANCE COMPANY
O. F. STAFFORD, PRESIDENT • GREENSBORO, NORTH CAROLINA
PILOT TO PROTECTION SINCE 1903



adequate labor

excellent locations

mild climate

rich at-home market

modern transportation

free survey

GASTONIA
CAPITAL WILL
BUILD TO YOUR
SPECIFICATIONS

For full information covering your industrial location requirements, address:

GASTONIA INDUSTRIAL DIVERSIFICATION COMMISSION

321 Commercial Building, Gastonia, North Carolina
In The Heart of The Piedmont Carolinas



GARY WELDED GRATING

Send for attractive paper-weight sample, which is yours for the asking. Catalogues upon request.

Square edge bars for safe footing.
Hexagonal cross bars for neat appearance.

Gary-Riveted Grating :: Gary Stair Treads
STANDARD STEEL SPRING COMPANY

Open Steel Floor Grating Division

2700 East Fifth Avenue, Gary, Indiana

YOUR ECONOMICAL **SOURCE**
RELIABLE
OF SUPPLY FOR QUALITY
METALS SINCE 1907

VIENER METALS

HYMAN VIENER & SONS

ALUMINUM • BABBITTS • BRASS & BRONZE INGOTS • PIG LEAD • COPPER ALLOYS • SOLDER • TYPE • ZINC

International Minerals Plans New Texas Fertilizer Plant

International Minerals & Chemical Corporation has completed negotiations for purchase of a site in Fort Worth, Tex., from Consolidated Chemical Industries, Inc., upon which will be erected a new chemical fertilizer plant, according to announcement by Maurice H. Lockwood, vice-president in charge of International's Plant Food Division. The site on Fort Worth's north side has an area of approximately 30 acres, and is adjacent to the plant of Consolidated Chemical Industries, Inc., which will be the source of supply of sulphuric acid used in International's manufacture of superphosphate at Fort Worth.

The new plant, when completed, is expected to represent an investment of approximately \$500,000 in land, buildings and equipment, and have a capacity of 40,000 tons annually. The products of the plant, in addition to superphosphate, will include mixed fertilizers used in growing wheat, hay, corn, cotton, truck and pasture crops.

Bids for the plant now are being obtained and the starting time of construction will be announced in the near future.

Deering-Milliken to Build Weaving Plant at Thompson, Ga.

Plans have just been announced for the construction of a new filament yarn weaving plant for Deering-Milliken and Company at Thompson, Georgia.

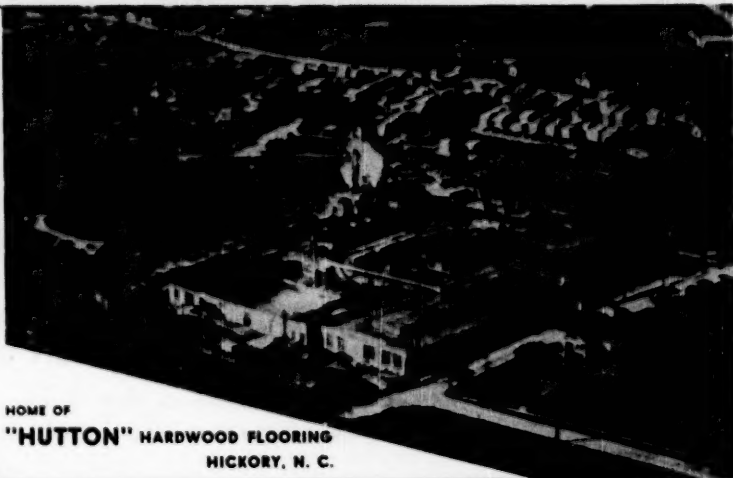
A new plant to cost about two million dollars will be started this month by Daniel Construction Company of Greenville, South Carolina and Birmingham, Alabama. The windowless, air conditioned, single story structure is scheduled to be ready for occupancy and use by the end of 1950. While the exact size of the plant and the number of workers to be employed has not as yet been announced.

HUTTON & BOURBONNAIS COMPANY

Manufacturers of
Lumber, Boxes and Mouldings
Kiln-Dried and Dressed Lumber
—Ceiling and Flooring
White Pine,
North Carolina Pine
Hemlock, Oak, Poplar,
Chestnut

Hickory, North Carolina

HOME OF
"HUTTON" HARDWOOD FLOORING
HICKORY, N. C.



WHO'S WHERE

Charles R. Fichtenger, auditor of disbursements for the **Norfolk & Western Railway**, has been appointed assistant comptroller. **Frank E. Eakin**, chief clerk to the comptroller, becomes auditor of disbursements on the same day.

Guardian Safety Equipment Co., Atlanta, Ga., has been appointed **Chicago Eye Shield Company** distributor for the states of Georgia and South Carolina. They will carry the complete line of CESCO head and eye protective equipment.

John M. Walter, formerly representative for Davis Emergency Equipment Company in Newark and Atlanta, will head the new distributorship. Offices and stock will be maintained at 427½ Moreland Ave. N.E., Atlanta.

The appointment of the **I. Russell Berkness Company** of Richmond, Va., as sales and service representatives in the State of Virginia for **Edward Valves, Inc.**, East Chicago, Ind., has been announced. The firm is headed by **I. Russell Berkness**, well-known Virginia engineer.

S. C. Commander has been appointed cable representative for **Reynolds Metals Co.**, Louisville, Ky., covering the state of Texas. Mr. Commander will sell electric transmission line cable now being produced in large quantities by Reynolds Metals cable plant at Listerhill, Ala. He will have his office at 1806 Mercantile Bank Building Dallas 1, Tex.

Elevation of four major executives in the **Chemical and Pigment Division** of the **Glidden Company** in Baltimore was announced recently. **G. M. Halsey**, manager of the Baltimore plant for four



G. M. Halsey

years, has been appointed to the newly-created post of director of manufacturing for the entire division. He is succeeded by **James W. Pollard, Jr.**, formerly plant engineer. **A. J. Benjamin** has been advanced to the position of assistant manager, and **Irving J. Foote** has been named plant engineer.

GOLDSBORO KEEPS RIGHT ON GROWING!!



GROW WITH GOLDSBORO!

There are great opportunities for growth in GOLDSBORO!

GOLDSBORO has what it takes to do business in this State of Strategic Isolation!

Be sure your plans for your *best move* include a look at GOLDSBORO, NORTH CAROLINA, a city of good business with a background for contented living.

When you begin planning that new plant or warehouse, we believe you will find in GOLDSBORO the right place and the right people for doing the right business.

If you are planning to move, or establish a new branch operation, "Look South and look at Goldsboro." Better still, come to GOLDSBORO to see us.

Drop us a letter and we will send you facts in figures. In every way we will do everything we can to co-operate with you.

GOLDSBORO CHAMBER OF COMMERCE & MERCHANTS ASSOCIATION, Inc.

P. O. Box 377

Goldsboro, North Carolina

GOLDSBORO BRIEFS:

- Ample Industrial Sites
- Good Labor Supply
- Plenty of Low Cost Electricity
- Transportation By Rail, Air and Highway
- Wide-Awake and Progressive Population
- Co-Operative and Friendly County and City Governments
- Near 2 Modern Port Terminals
- Good Living Conditions
- Water Supply
- Banking Facilities
- Recreational Opportunities
- Modern Shopping Centers
- Diversified Farming Year-Around
- Opportunity Plus!

FINANCIAL NOTES

Consolidated net income of **Eastern Stainless Steel Corp.** of Baltimore, Md., for the six months ended June 30, 1950, amounted to \$416,437, equal to \$1.30 a share on 319,900 outstanding common shares. For the corresponding 1949 period, consolidated net income, after provision of \$85,000 as a reserve for adjustment of inventory values, came to \$13,466, or 4 cents a share of common stock.

Consolidated net sales for the six-month period aggregated \$9,890,797, contrasted with \$6,782,873 in the half-year ended June 30, 1949.

Net earnings of the **Gulf Oil Corporation**, Pittsburgh, Pa., and Subsidiary Companies Consolidated were reported recently as approximately \$50,621,000, equivalent to \$4.46 per share for the first 6 months of 1950. This compares with \$51,442,000, or \$4.53 per share, for the first half of 1949. Both 1950 and 1949 figures include a non-recurring profit, after Federal income tax, of \$1,338,000 and \$1,965,000, respectively, from the sale of Texas Gulf Sulphur Company stock.

A dividend of 75 cents per share was declared by the Board of Directors of Gulf Oil Corporation, to be payable September 11th, to stockholders of record at the closing of business August 18, 1950.

Net sales of the **Minnesota Mining & Manufacturing Co.**, St. Paul, Minn., for the second quarter of 1950 reached a new high of \$33,336,428, with net income up to \$4,989,323, according to the firm's interim report.

This brought the six-month total to \$65,577,460 for sales, with a profit of \$9,682,389.

Earnings per share of common stock for the quarter were \$2.47, compared to \$1.53 for the same period a year ago. Earnings for the first half of 1950 were \$4.80 per share, against \$3.11 in 1949.

Directors of **American Woolen Company, Incorporated**, at a recent meeting declared a regular quarterly dividend of \$1.75 per share on the 7 per cent cumulative preferred stock, payable October 14, 1950, to stockholders of record September 29, 1950.

Directors also declared a regular quarterly dividend of \$1 per share on the \$4 cumulative convertible prior preference stock, payable September 15, 1950, to stockholders of record September 1, 1950.

Directors of **Cornell-Dubilier Electric Corporation** have declared a dividend of 20 cents per share on the common stock, payable September 10, 1950, to stockholders of record August 24, 1950.

Directors also declared the 26th regular quarterly dividend of \$1.31½ per share on the company's \$5.25 cumulative preferred stock, series A, payable October 15, 1950, to stockholders of record September 21, 1950.

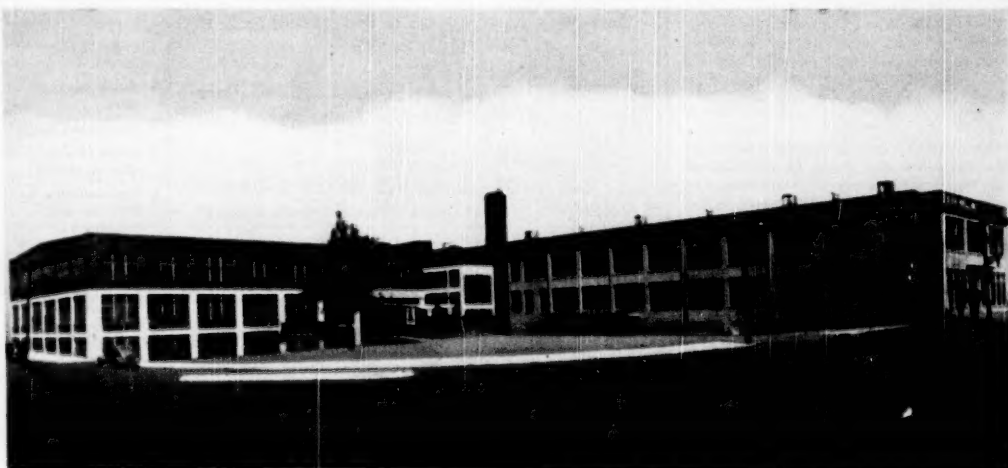
Delta Air Lines, Atlanta, Ga., showed a net profit after taxes of \$815,751 for the fiscal year ending June 30, compared with \$639,440 for the previous year, it was announced by C. E. Woolman, president and general manager, in a preliminary report to the board of directors.

Total operating revenues for the fiscal year were \$17,185,295, compared with \$15,227,846 for the previous period. Expenses totaled \$15,775,141, compared with \$14,281,957.

The net income before taxes was \$1,404,751 for the year ending June 30, in contrast to \$1,008,441 for the previous 12 months.

At a meeting recently of the Directors of **M. Lowenstein & Sons, Inc.**, of New York, the regular quarterly dividend of 50 cents per share was declared on the 1,034,151 shares of common stock outstanding.

The dividend will be payable on August 15, 1950, to stockholders of record on August 1, 1950.



BLUE BELL, INC.

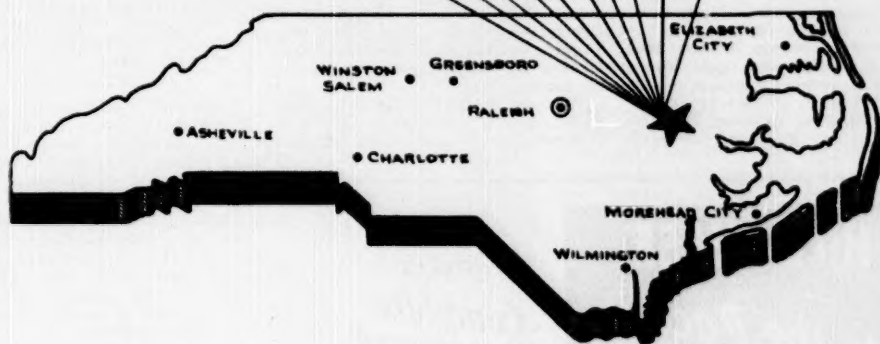
World's Largest Producers of Work Clothes

General Offices: Greensboro, North Carolina

INVESTIGATE ---

GREENVILLE

NORTH CAROLINA



STRATEGICALLY LOCATED IN THE STATE'S COASTAL SECTION FOR —
DISTRIBUTION AND INDUSTRY. SEVENTH CITY IN THE STATE IN — DOLLAR
VALUE WHOLESALE TRADE VOLUME.

A FERTILE, HIGHLY PRODUCTIVE AGRICULTURAL AREA. MAJOR CROPS,
Tobacco, Corn, Peanuts, Cotton, Hogs, Forest Products, Poultry. One of the Nation's
largest Tobacco Markets.

- AMPLE INTELLIGENT AMERICAN-BORN LABOR
- ADEQUATE ELECTRIC POWER AND WATER
- EXCELLENT SCHOOLS — LARGE STATE OPERATED COLLEGE
- TWO RAILROADS, HIGHWAY AND WATER TRANSPORTATION FACILITIES. MODERN CLASS 4 MUNICIPAL AIRPORT
- CHOICE INDUSTRIAL SITES. BUSINESS ORGANIZED TO CONSTRUCT INDUSTRIAL BUILDINGS
- IN NORTH CAROLINA'S UNCROWDED INDUSTRIAL AREA
- ATTRACTIVE TAX RATES. COOPERATIVE CITY, COUNTY AND STATE GOVERNMENTS. STRONG BANKS

Request Booklet, "Factual Information" on Business Letterhead

GREENVILLE CHAMBER OF COMMERCE

P. O. Box 894 — Telephone 2725

GREENVILLE, NORTH CAROLINA

BUSINESS NOTES

Chester H. Butterfield, vice president of **Manning, Maxwell & Moore, Inc.**, has been named vice president in charge of the **Consolidated Ashcroft-Hancock Division**, makers of valves, gauges and industrial instruments.

Mr. Butterfield succeeds **Hamilton Merrill**, who was recently elected president of the company. The division operates plants in Bridgeport, and Stratford, Conn.; Watertown, Mass.; Jersey City, N. J., and Tulsa, Okla.

The Flexitallic Gasket Company, Camden, New Jersey, has recently added three new agents and one new distributor to its field organization.

The Metrol Company, Detroit, Michigan, is a new Flexitallic Agent and will serve the entire lower peninsula of Michigan, including the Toledo area in Ohio.

Power Specialty Company, Houston, Texas, is a new Flexitallic Distributor

and will serve eastern Texas and western Louisiana.

Illes Power Control Company, Cleveland, Ohio, is a new Flexitallic Agent and will serve northern Ohio, east of the Toledo area.

Airdraulic Equipment Company, Buffalo, New York, is a new Flexitallic Agent and will serve western New York, including the Syracuse area.

Seventy employees of the aluminum foil sales division of **Reynolds Metals Company** have moved to **Louisville, Ky.**, according to an announcement by D. P. Reynolds, vice president and manager, General Sales Division. Most of these employees were transferred from Richmond, Va. The move was completed the middle of August.

The General Sales Division of the company is now being reorganized and this transfer of the foil sales division to Louis-

ville is a major step in that reorganization. Sales executives of the aluminum foil group are headed by **Clarence Manning**, vice president and member of the board of directors.

Are you looking for ideas to solve a pumping problem? See the new 16-page bulletin just issued by **Layne & Bowler, Inc., Memphis, Tennessee**, titled, "Layne Short Coupled Service Pumps" containing cut-away drawings of pump bowls and discharge column. Sixteen sketches show the Layne Vertical Turbine Pump applied to river and re-lift service, boosting, recirculation, cooling tower, drainage, gas and oil pumping, and fire pumps. Get your copy today.

Announcement has been made of the appointment of **Albert Valente** as electronics sales specialist for the Middle Atlantic district by the **Electronics and X-Ray Division of Westinghouse Electric Corporation, Baltimore, Md.**

Valente, with over 14 years' experience in all phases of the electronics field, will be responsible for the application and sale of radio-frequency induction and dielectric heating equipment, industrial electronic devices, and radar and communications equipment.

He will be located at the Westinghouse district office, 3001 Walnut Street, Philadelphia 4, Pa.

Appointment of **C. E. Thurston & Sons, Inc., 30-32 Commercial Place, Norfolk, Va.**, as distributor of **Hewitt Rubber Division** products in the Norfolk area has been announced by **Hewitt-Robins, Inc., of New York**.

Thurston & Sons will handle the Rubber Division line of materials including industrial hose and conveyor belting.

Blaw-Knox Company of Pittsburgh, Pa., recently announced a change in the address of its Washington Office from the Munsey Building to Suite 209, Wire Building, 1000 Vermont Avenue, N.W., Washington 5, D. C. **Marvin Marcus** continues as manager of this office.

HILL-CHASE Sets the Pace in STEEL

J. H. ANDERSON
ASHBORO, N. C.
Ashboro 1733M

K. W. GAY
RICHMOND, VA.
Richmond 7-4373

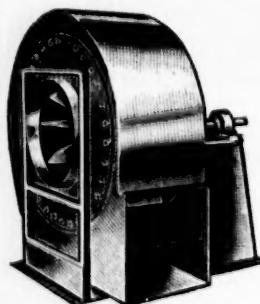
The HILL-CHASE Steel Company of Md.

6311 Erdman Ave., Baltimore 5, Md.
Phone—Peabody 7300



Complete Warehouse Stocks

- COLD ROLLED STRIPS AND COILS
- COLD AND HOT ROLLED SHEETS
- GALVANIZED SHEETS
- COLD FINISHED STEEL BARS
- HOT ROLLED BARS AND SHEETS
- TOOL STEEL
- SEAMLESS AND WELDED TUBING
- SPRING STEELS (TEMP. & ANN.)
- STAINLESS SHEETS, BARS, TUBES
- DRILL ROD
- ALUMINUM SHEETS
- BOILER TUBES



Carolina Blower Co., Inc.

29 Years of Continuous Service

MANUFACTURERS OF THE FAMOUS

ALL STEEL HEAVY DUTY BALL BEARING EXHAUST FANS

EVERYTHING PERTAINING TO A MODERN DUST COLLECTING SYSTEM
FURNISHED, ERECTED AND GUARANTEED

Immediate Delivery from Stock

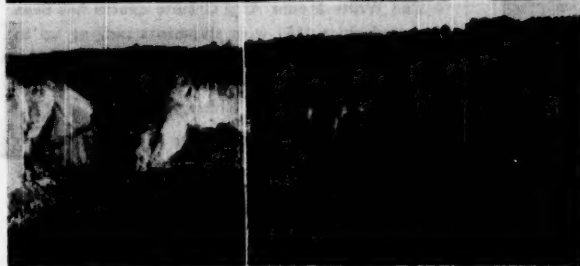
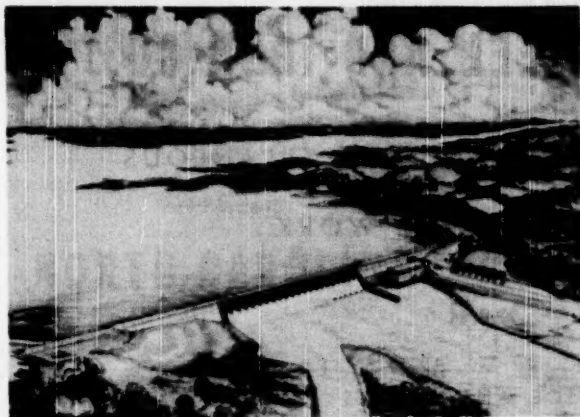
EXPERT ENGINEERING SERVICE AVAILABLE ON ALL DUST, SHAVING, LINT & ODOR REMOVAL

430 Morehead Ave.

GREENSBORO, N. C.

Phone 7354

Diversification *at Henderson*



Top—Buggs Island Project; next, American Agricultural Chemical Co. plant; next, Henderson Cotton Mills; and below, left, Rock Quarry and right, pasture scene.

There is no community in the South where you can operate a manufacturing or distributing plant to better advantage than in Henderson.

At the hub of a 4-county area with a population of close to 150,000 people, you not only have a tremendous market for your goods, but a labor reservoir that assures a continuous supply of loyal, intelligent workers.

INDUSTRIES that are now operating here successfully produce: chemical fertilizers, motor trucks, upholstered furniture, jute bagging, cotton yarns, sisal pads, jute under-rugs, cotton batting, automotive insulation felts, socks and anklets, mattresses and bedding, lumber and wood products, auto parts, clothes hangers, concrete blocks, grains, feeds and flour. About 4,000 people are employed in these industries.

AGRICULTURE PRODUCTION in Henderson and Vance County includes tobacco, cotton, beef and dairy cattle and other crops on a smaller scale. The tobacco industry involves sales of 30 million pounds of tobacco annually, with over a million square feet of warehouses and 2 sets of buyers representing all domestic and foreign companies.

MINERAL OPERATIONS include the largest tungsten mine in the country. The county quarries more than 600,000 tons of crushed granite annually.

BUGGS ISLAND PROJECT now nearing completion, will not only supply water and power in abundance, but will create one of America's finest recreational areas.

TRANSPORTATION, POWER, WATER and TAXES meet the demands of any industry. Send for complete data on our resources and advantages as applied to your particular industry.

From a civic and cultural standpoint, you will find nothing lacking in this progressive community.

HENDERSON

Chamber of Commerce

HENDERSON NORTH CAROLINA

W. C. BOREN, JR., President
N. P. HAYES, Executive V. President

HOYT W. BOONE, V. Pres.
D. C. McLENNAN, Sec'y & Treas.

CAROLINA STEEL AND IRON CO.

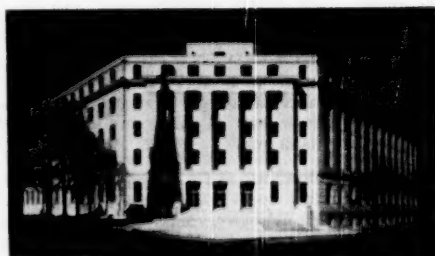
STRUCTURAL, PLATE AND MISCELLANEOUS
IRON AND STEEL WORK



OFFICE AND WORKS

GREENSBORO, N. C.

WHITE MOUNT AIRY GRANITE



New State Office Building, Raleigh, N. C.

Arlington Memorial Bridge, Washington, D. C.
Wright Brothers Memorial, Kitty Hawk, N. C.
Union Trust Building, Washington, D. C.
Guilford County Court House, Greensboro, N. C.
Patterson Monument, Dayton, Ohio
Pennsylvania State Monument, Gettysburg, Pa.
O'Brien Mausoleum, Cincinnati, Ohio
Dodge Mausoleum, Detroit, Mich.
Rose Hill Mausoleum, Chicago, Ill.
St. Charles Borromeo Seminary, Oretbrook, Pa.
U. S. Bullion Depository, Fort Knox, Ky.

A complete organization is maintained to co-operate with the Architect or Contractor. Preliminary estimates and samples promptly furnished without obligation. Experienced and practical granite men are available to give valuable advice and recommendations as to grade, style of finish, setting plans, details and other requirements.

The White Mount Airy Granite quarry has been operated since 1889 with shipments ranging up to as high as 3,000 carloads per year. The quarry and finishing plants are considered the largest and best equipped in the United States.

Specify and use White Mount Airy Granite with complete confidence. There is no better building material than granite—there is no better granite than White Mount Airy.

The North Carolina Granite Corporation

Mount Airy, North Carolina

THOSE BEAUTIFUL



Are Made In

NORTH CAROLINA

at

Laurinburg

Laurel Hill

Greensboro

By Waverly Mills, Inc.

What Is The Record?

- MORE PRODUCTION PER MANHOUR
- PHYSICAL PLANT SAFETY
- PURE MOUNTAIN WATER-SITES ADJACENT
- ANGLO-SAXON NATIVE AMERICAN LABOR

That Is The Record!

Write J. W. Duff, Chairman

Industrial Committee

HENDERSONVILLE, N. C.

CHAMBER OF COMMERCE

SECURITY NATIONAL BANK

GREENSBORO

BURLINGTON - HIGH POINT - RALEIGH

TARBORO - WILMINGTON

NORTH CAROLINA

Deposits	\$67,000,000
Capital	1,000,000
Surplus	1,750,000
Undivided Profits	347,000

COMPLETE SERVICE TO FAST GROWING SOUTHERN INDUSTRY

From the Heart of the Carolinas

ALUMINUM

BRASS AND COPPER

COLD FINISHED BARS

HOT ROLLED BARS AND SHAPES

CARBON SHEETS AND STRIP

STAINLESS, IN ALL FORMS

TOOL STEELS

EDGCOMB STEEL COMPANY

527 ATANDO AVE. CHARLOTTE 6, N. C.

Phone Charlotte 5-3361

BUSINESS OPPORTUNITIES IN THE SOUTH

WE HAVE AVAILABLE THE FOLLOWING BUSINESS OPPORTUNITIES:

MANUFACTURING PLANTS

Modern Machine Shop
Implement Manufacturing Co.
Textile Machinery Mfg. Plant
Hosiery Mills (Half-hose and Full Fashioned)
Yarn Mills (5M to 20M Spindles)
Weaving Mills
Furniture Plants

DISTRIBUTING COMPANIES

Wholesale Hardware Company
Peanut Products Company
Auto Accessory Company
Hardware & Mill Supply Business
Refrigeration Supply Company

MERCHANDISING STORES

Retail Department Stores
Men's and Women's Wear Stores
Auto Supply Store (Retail)
Auto Accessory Store (Retail)

● If you are interested in locating in the Carolinas in any kind of business, write us full information concerning your needs.

We are in position to furnish vacant buildings for plant locations in the Carolinas, or build one to your specifications for either sale or lease.

R. S. DICKSON & COMPANY

H. L. McAllister, V-Pres.

CHARLOTTE, N. C.

BRYAN ROCK & SAND CO.

ANNOUNCES

INCREASED PRODUCTION FACILITIES
TO BETTER SERVE OUR CUSTOMERS

PRODUCERS OF:

Concrete Sand • Mortar Sand • Filter Bed Sand • Blasting Sand • Asphalt Sand • Washed Gravel • Clay Gravel • Roofing Gravel • Crushed Stone • Riprap Stone • Filter Bed Stone • Jetty Stone • Railroad Ballast • Stone Chats • Stone Screening

DAILY PLANT CAPACITY

(Per 8 Hour Day)

● **35,000 TONS**

(700 Railroad Cars)

WE WILL GLADLY FURNISH ESTIMATES
FROM A TRUCK LOAD TO A TRAINLOAD

Phone 3-1986, LD-916 or Write P. O. Box 149, Raleigh, N. C.

"We Break Rock and Raise Sand"

Laurinburg OFFERS INDUSTRY MANY ADVANTAGES

Laurinburg is the County Seat of Scotland County. We invite new residents, new industry and those who elect to retire and wish to live graciously in healthful and pleasant surroundings. One of Laurinburg's outstanding qualities is the hospitality shown to all. Laurinburg is rich in cultural and educational advantages. The progressive spirit of its merchants



and business men, beautiful parks, residences and tree lined streets is indicative of a city built on a foundation of sound fundamental values in good living. We welcome you and invite you to visit and locate in our city.

INDUSTRIAL BRIEFS:

Population—1950 Census, Laurinburg 7,126—East Laurinburg 755, Scotland County 26,286.

Tax Rate: \$1.00 on the hundred dollars.

Annual Rainfall: 47.49 inches.

Water Supply: Fresh surface stream (Jordan's Creek, 3 1/4 miles from Laurinburg) with a daily pumping and filtering capacity of 1,000,000 gallons.

MANUFACTURING: Laurinburg is the home of Morgan-Jones, Inc., Waverly Mills, Inc., and Scotland Mills, Inc. Laurinburg has seven Textile Mills, employing better than 2,500 persons with a yearly payroll in excess of \$4,000,000. Two Cotton Oil Mills, One Flour Mill, One Feed Mill, One Fertilizer Plant, One Plywood Plant, One Lumber Plant and One Farm Implement Manufacturing Plant.

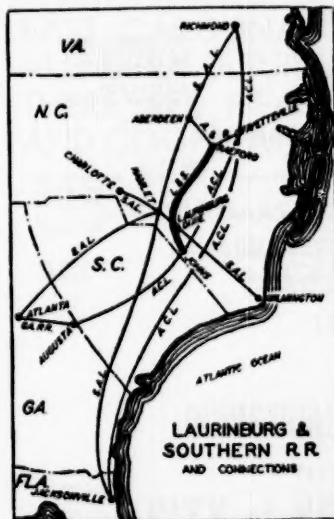
AGRICULTURE: Scotland County is foremost in the production of truck and vegetable products, ranking with the greatest production areas of fruits and vegetables in the United States. The main agricultural crops are cotton, corn and tobacco, wheat, oats, soybeans, hay, sweet potatoes, watermelons, cantaloupes, tomatoes, cucumbers and other truck and vegetable crops that are grown commercially. The value of these crops in 1947, according to Department of Agriculture reports, was about \$6,346,754.

LAURINBURG MERCHANTS ASSOCIATION AND CHAMBER OF COMMERCE

Write for Descriptive Booklet

Laurinburg, North Carolina

LAURINBURG, NORTH CAROLINA



An ideal distributing point for a large area of a most prosperous section of the two Carolinas.

Approximately one hundred miles from the largest cities of the two States.

Situated like the hub of a wheel, with hard surfaced highways leading in all directions.

Served by the LAURINBURG AND SOUTHERN RAILROAD COMPANY, connecting directly with the Atlantic Coast Line Railway at Johns, the Seaboard Air Line Railway at Dixie, and the Aberdeen and Rockfish Railroad at Raeford, N. C.

Laurinburg and Southern Railroad Company

J. W. HOLLIS, Traffic Manager

LAURINBURG, NORTH CAROLINA

THE ATLANTIC AND EAST CAROLINA RAILWAY

Supplies Rail Transportation to the Five Thriving Cities In East Carolina:

GOLDSBORO • KINSTON • NEW BERN • MOREHEAD CITY • BEAUFORT

AND INTERMEDIATE POINTS

For Import, Export and Coastwise Shipping Use

MOREHEAD CITY, N. C., PORT TERMINALS

The most economical deep water shipping facilities on the Atlantic seaboard. Modern docks, 32 feet of water at low tide. Good land-locked harbor $3\frac{1}{2}$ miles from ocean. Only 30 minutes is required for movement of ships from ocean to docks. Commodities stored at Morehead City Port Terminal for Export or Import distribution exempt from all Ad Valorem taxes.

MANY DESIRABLE INDUSTRIAL SITES AVAILABLE WITH BOTH RAIL AND WATER SHIPPING FACILITIES

Write any of the following officials for Information:

H. P. EDWARDS, Chairman of the Board and General Manager
New Bern, N. C.

E. R. BUCHAN, President
Kinston, N. C.

CONDENSED STATEMENT

FIRST-CITIZENS BANK & TRUST COMPANY

As of the Close of Business June 30, 1950

COATS
PINK HILL
CAMP LEJEUNE
SMITHFIELD
NEW BERN
DUNN
MOREHEAD CITY

BURGAW
GRIFTON
RALEIGH
RALEIGH, West Side Branch
CLINTON
BENSON
BEAUFORT

CLAYTON
ANGIER
KINSTON
LOUISBURG
ROSEBORO
FORT BRAGG

JACKSONVILLE
FAYETTEVILLE
FRANKLINTON
SPRING HOPE
RICHLANDS
CHERRY POINT

RESOURCES

Cash in Vaults and Due from Banks		\$26,559,544.04
U. S. Government Securities (Direct and Fully Guaranteed)	\$32,752,913.55	
Federal Housing Authority Obligations Federal Intermediate Credit Banks and Federal Home Loan Bank Debentures	1,324,528.72	
State Bonds	9,436,945.83	
Municipal Bonds	13,163,145.63	
Federal Land Bank Bonds & Other Marketable Securities	6,256,358.85	62,933,892.58
Accrued Interest		366,540.65
Loans and Discounts Less Reserve		40,443,948.03
Banking Houses, Furniture and Fixtures and Building Sites, Less Depreciation		825,089.11
Commercial Building Corporation Stock (Cost \$100,000.00)		1.00
Other Assets (6 Parcels of Real Estate Appraised Value \$16,500.00)		6.00
Customer's Liability A.C. Letters of Credit		3,600.00
		\$131,132,621.41

LIABILITIES

Capital Stock Preferred	\$200,000.00	
Common	800,000.00	\$1,000,000.00
Surplus		5,000,000.00
Undivided Profits		899,112.68
Reserve A.C. Preferred Stock		
Retirement Fund		200,000.00
Reserve a.c. Accrued & Unearned Interest, Taxes, Insurance and Other Reserves		4,783,681.69
Letters of Credit Outstanding		3,600.00
DEPOSITS		119,246,227.04
		\$131,132,621.41

EVERY COURTESY, ATTENTION AND SERVICE CONSISTENT WITH GOOD BANKING ARE THE FACILITIES OFFERED BY THIS INSTITUTION

NEW ACCOUNTS INVITED

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

NEW BERN

NORTH CAROLINA



MODERN - PROGRESSIVE - FRIENDLY

EAST CAROLINA IS ESPECIALLY WELL ADAPTED FOR ALL AGRICULTURAL & MANUFACTURING ADVANTAGES. THERE ARE HEARTY WELCOMES FOR NEW CITIZENS AND COOPERATION FOR EVERY INDUSTRIAL ENTERPRISE.

3—RAILROADS

2—AIRLINES

1—BUS COMPANY

12-FOOT WATERWAY CHANNEL

2—FEDERAL & 1—STATE HIGHWAY

INDUSTRIAL & BUSINESS SITES AVAILABLE

for complete information write

CITY of NEW BERN, NORTH CAROLINA

— or —

CHAMBER of COMMERCE, INC.

THE HOUSE OF

Lance

MANUFACTURERS OF



Delicious
PEANUT BUTTER SANDWICHES
SALTED PEANUTS
AND OTHER
PEANUT FOOD PRODUCTS

"Hungry Time is ToastTchee Time"

Home Office: CHARLOTTE, NORTH CAROLINA

Branch Plant: GREENVILLE, TEXAS

8

BRANCH SALES
OFFICES
SERVING 22 STATES

Serving The South For 64 Years

POMONA

Vitrified Salt Glazed

CLAY PIPE

For Sanitary Sewers



Manufactured by

Pomona Terra-Cotta Co.

5,000
CARS
YEARLY

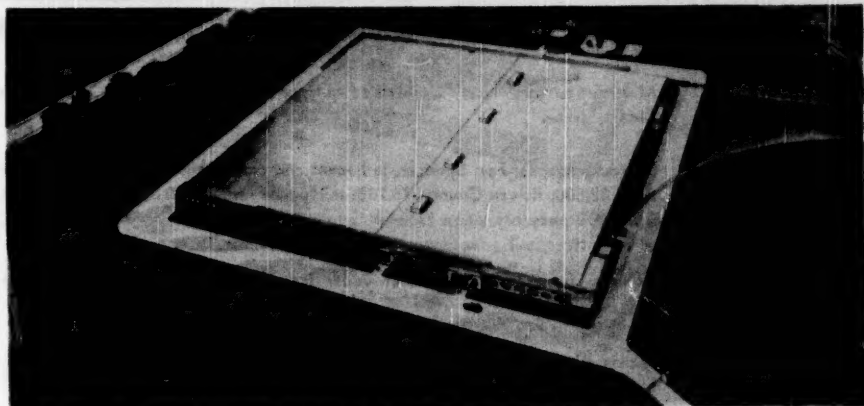
POMONA, N. C.
(GREENSBORO, N. C.)

Phone 7144
Established 1886

Manufacturers

Sewer Pipe
Culvert Pipe
Well Pipe
Conduit Pipe
Gutter Pipe
Meter Boxes
Segment Blocks
Silo Blocks
Farm Drain Tile
Wall Coping
Flue Lining
Fire Brick

Of a Dozen Sites Considered . . New Hanover County Selected!



Now under construction near Wilmington, N.C., in New Hanover county, is the \$3,500,000 Woonsocket Falls Mill for E. F. Timme and Sons, one of America's leading plush fabric manufacturers. Windowless and completely air-conditioned, one-story brick construction, the mill will have 340,000 feet of floor space, two rail

sidings, and will be served by a 300,000 gallon storage tank for sprinklers and process water. The McPherson Company, Greenville, S. C., are architect-engineers, and construction is by the McKay-Helgeson Company, Greenville, S. C.

There's Good Reason Why, Too . . .

New Hanover county, located in the fast-growing southeastern part of well-balanced North Carolina, was a "natural choice" for the big, new Southern plant of E. F. Timme and Sons. Here, in an area with an abundant supply of skilled native labor, and served by excellent rail, highway, air and waterway transportation facilities, an important industry will make its new home. Officials of the Timme Company spent years and thousands of dollars looking for the right location for their new plush fabric plant. In New Hanover county they found exactly what they wanted—plenty of good land for present and future development, ample housing for several hundred employees, excellent water for industrial purposes, plentiful low-cost electric power. Here they found a friendly, cooperative people who demand the most for every tax dollar expended. They found fine recreational facilities in Wilmington and the county's two popular beach resorts, and, of great importance, educational facilities, including Wilmington College, rated with the very best in the nation.

And There Are More Sites Available!

What E. F. Timme and Sons found in progressive New Hanover county is no less than any other industry will find upon investigation. There's more good, inexpensive land for industrial development. The labor supply—much of it highly trained in war

industries — is plentiful. You'll find the same friendly cooperation that proved so valuable to Timme in resolving its decision to locate in the South. Investigation and comparison will convince you, too.

Address Inquiries To:

Chairman, Board of County Commissioners

Courthouse, Wilmington, North Carolina

SALISBURY

LOCATION

Midpoint between North Carolina's two largest and richest markets, on the Piedmont's "Main Street."

POPULATION

Salisbury-Spencer-East Spencer, (adjacent and contiguous municipalities), metropolitan area, 32,500; Rowan County, 75,238; thirty-mile radius, 310,000; sixty-mile radius, over 2,000,000 people.

SITES

Acreage from 75 to 487 acres under industrial site option for reasonable price.

WATER

Yadkin River in Rowan County has maximum recorded discharge of 78,200 million gallons per day; minimum, 360 million gallons per day. Adjacent sites.

TRANSPORTATION

Salisbury is on the main line, Southern Railway System, halfway between Washington and Atlanta. Largest LCL freight transfer center in Southeast located at adjacent Spencer. All major motor freight lines routed through here, all compass directions.

VETERANS ADMINISTRATION HOSPITAL

A multi-million dollar VA facility is now being constructed, 960-bed capacity. Project expected to serve medical and commercial growth of community.

ROWAN COUNTY

One of North Carolina's important agricultural and industrial counties. Highly mechanized farms. Grass economy. Low tax rate. Excellent financial condition. Dispersed population well situated in owner-occupied homes.

• ROWAN PRINTING COMPANY •

This regional printing and office supply house serves principal businesses of the area. You are invited to call or write Mr. Holmes Plexico, Telephone 532, for information about location here. His business experience will serve you well. Rowan Printing Company is one of the 820 local firms which will welcome your coming.

Write — for special information
SALISBURY CHAMBER OF COMMERCE
INCORPORATED
COMMUNITY BUILDING
SALISBURY, NORTH CAROLINA

WHERE LOCATION

is

**THE
PLACE**

FACILITIES

Excellent shops, services adequate, police protection with radio control in city and county, regional state troopers, fire protection tops, two colleges, good secondary schools, housing not considered critical, Bell telephones, electricity from multiple sources, natural gas to be available within twelve months, city zoning, convenient city bus and inter-city bus service, etc.

ATTITUDE

Salisbury was chartered in 1753. The city is meeting recognized needs after long period of quiet history. New and fresh attitude of progressiveness now quite evident. Governments of city and county highly favor new development.

EXISTING INDUSTRY

Some 820 non-agricultural classifications of business reportedly employ 18,000. Railway repair shops, textiles, quarrying, furniture and other diverse manufacture in community.

CITY FINANCES

Bonded indebtedness substantially reduced; interest costs reduced; substantial increase in taxable property; \$1,500,000 in new taxable building permits first six months of 1950; favorable ratio between debt and property evaluation; sinking fund anticipates maturities for coming years; water and sewer department to underwrite its own extensions and improvements; new revenue (\$90,000 per year) from ABC stores.

COMMERCE and DISTRIBUTION

Salisbury is a recognized commercial center, a leader in its population class; state wide distribution is carried on from this point; city has rated first in per capita retail sales in North Carolina for past ten years.

• PIEDMONT MILL SUPPLY COMPANY •

This aggressive mill supply firm serves principal accounts in the Carolinas. Mr. Thomas Kern, Telephone 177, invites your company or community inquiry. He knows the local picture well. Piedmont Mill Supply Company is one of the 820 local firms ready to serve your study of opportunities in Salisbury.

PAYS AN EXTRA DIVIDEND

JEFFERSON STANDARD reports to its HOME STATE, North Carolina

The 1949 report from Greensboro Home Office shows \$894,202,998 insurance in force. All 78 Branches in 30 States, coast to coast, the District of Columbia and Puerto Rico are heading toward a new goal—A BILLION IN FORCE.

Jefferson Standard has more business in force and more invested assets in the Home State of North Carolina than in any other State in the Union.

Assets—\$242,758,227.

Benefits paid since organization—\$188,194,568.

JEFFERSON STANDARD
LIFE INSURANCE COMPANY



HOME OFFICE
Greensboro, N. C.

THE SOUTH'S LARGEST AND ONE OF AMERICA'S LEADING INSURANCE COMPANIES



WE ARE USING

**NORWOOD
BRICK**

From Lillington

*This is the sign you see on
building jobs all over
North Carolina.*

NORWOOD BRICK COMPANY

Phone 2741

Lillington, N. C.

**Some advantages of independent
short line locations
for industry:**

1. Personalized service.
2. More frequent switching service.
3. Easy contact with top management resulting in prompt decisions.
4. Prompt settlement of claims.
5. Generally less expensive industrial siding installations on account lighter rail.

**HIGH POINT, THOMASVILLE &
DENTON RAILROAD COMPANY**
HIGH POINT, NORTH CAROLINA

"Nothing But Service To Sell"

3,409 people

*extend to you an invitation
to enjoy the advantages and cooperation
of a small community,
where every new business becomes
a vital part of the town.*

WADESBORO, N. C.

Offers Industry

LOCATION:

51 miles east of Charlotte, N. C., on U. S. Highway #74 and on the mainline of the Seaboard Railway.

LABOR:

Large supply of labor. Detailed survey compiled from applications available on request.

TRANSPORTATION:

Wadesboro is served by the Atlantic Coastline, S. A. L. and the Winston - Salem Southbound Railroads. Three main highways.

Local trucking concern gives 24-hour service to New York and 12-hour service to Atlanta in truckload lots.

AMPLE POWER AND WATER SUPPLY.

For Full Information Write The

**WADESBORO
CHAMBER OF COMMERCE
WADESBORO, NORTH CAROLINA**

Peter S. Raffe
President

Alexander Sprunt
Vice-President

W. D. Williams
Secretary

W. P. Emerson
Treasurer

WILMINGTON SHIPPING COMPANY

STEAMSHIP AND FORWARDING AGENTS — STEVEDORES

P. O. BOX 270
TELEPHONE 2-3381

LICENSED CUSTOMHOUSE BROKERS

NUTT AND HARNETT STREETS

CABLE ADDRESS
WILSHIPCO

WILMINGTON, NORTH CAROLINA

Federal Maritime Board Freight Forwarder Registration No. 367

WILMINGTON TERMINAL WAREHOUSE CO.

P. O. BOX 270 — TELEPHONE 2-3381

WILMINGTON, NORTH CAROLINA

STORAGE — WAREHOUSE CAPACITY
80,000 TONS — FORWARDING
GENERAL MERCHANDISE AND
FERTILIZER MATERIALS

DOCKAGE CAPACITY FOUR VESSELS
SERVED BY A. C. L. AND S. A. L.
RAILROADS
TRACKAGE CAPACITY 70 BOX CARS

SERVING NORTH CAROLINA

From Seashore to Mountain Peaks

In every phase of the agricultural and industrial development of North Carolina, this bank has been an important factor.

Established in 1888, we have consistently cooperated with the grower, the manufacturer, the transporter and the merchant, helping to make North Carolina the prosperous, progressive state that it is.

Intimate contacts with every type of business throughout the entire state, together with resources of over FIFTEEN MILLION DOLLARS, make it possible for us to render efficient, intelligent service to every customer.

Correspondence invited with business interests.

The WILMINGTON SAVINGS and TRUST COMPANY

"North Carolina's Port Bank"

WILMINGTON, NORTH CAROLINA

Member Federal Deposit Insurance Corporation

Member Federal Reserve System

Koppers To Build Coal Storage System For Weirton Steel

Weirton Steel Company has awarded Koppers Company, Inc., a contract for the construction of a coal storage and reclaiming system at its Weirton, W. Va., coke plant, Joseph Becker, vice-president and general manager of Koppers Engineering and Construction Division, announced recently.

This coal storage system will consist of additional equipment and alterations to existing equipment, which will enable Weirton Steel Company to handle 500 tons of coal per hour into the coal storage area, with a similar capacity when reclaiming coal for use in the coke ovens. The system will allow about 250,000 tons of coal to be stored on the site, and is scheduled for completion before May 1, 1951.

Included in the contract will be a new 600-ton capacity balance bin for receiving coal from the barge unloader on the Ohio River, a 60-ton capacity diesel-electric transfer car to deliver coal from balance bin to storage area, and an electrically operated traveling tower with grab bucket which will be used with bulldozers to store and reclaim coal. The runway for the traveling tower will be about 565 feet long.

A reclaiming hopper will be built into this traveling tower to load the transfer car which will return the storage coal to a new track hopper, from which it will be fed into the existing coal handling system at the ovens. The new system also will be arranged to permit coal to be dumped directly from railroad cars into the storage area.

Perlite Products Corp. to Begin Operations Soon at Dallas

Production of Permalite, lightweight plaster aggregate, will begin in Dallas in about ninety days, Cooper C. Drury, president of the recently organized Perlite Products Corporation, said Saturday.

Contract will be let immediately for construction of its plant, to be established on Harry's Road, west of the Lone Star Cement Company facility in Cement City.

Perlite will erect a prefabricated steel building for its plant. This will enable the firm to start production soon, Drury explained. The building, to contain about 6,500 square feet, will house the office, furnace and storage space.

Perlite Products Corporation, incorporated a week ago with capitalization of \$110,000, has a franchise from the Great Lakes Carbon Corporation to produce Permalite for North and West Texas.

Permalite is made from perlite ore. This ore comes from Socorro, N. Mex., where extensive deposits were discovered. It is shipped here to Perlite Products' specifications—about pea-size, or finer, particles—and goes into the furnace. There it is baked at about 1,900 degrees, at which temperature the water that had been trapped in the rock goes off into steam and the particles expand in size.

The resultant product, sold under the Permalite trademark, has a density of about eight pounds per cubic foot.



A
City
Going
Places

FAST

WILMINGTON North Carolina

Ever seen a City going places?

May we suggest you take an extra good look at Wilmington, North Carolina's major port city located on the lower Cape Fear river, and itself the commercial hub of a rich six-county agricultural empire. Here's a city of 45,000 population (a gain of 34 per cent over 1940) moving into the future with an economy built solidly upon superb climate, excellent transportation facilities, sound municipal and county fiscal policies, and worlds of electric power.

Wilmington is a city of home owners, too, insuring ample skilled, native labor.

In Wilmington you'll find just about everything you're looking for if you are considering new plant development, re-located distribution branches—or just plain good, comfortable Southern hospitality. Too, Wilmington is the center of North Carolina's favorite beach resort area, possessing unlimited recreational possibilities.

Little wonder Wilmington is going places!

FOR INFORMATION
BUREAU OF RATES AND INDUSTRY
CITY HALL WILMINGTON, N. C.

Markets Are People with Money to Spend

WINSTON-SALEM

"BEST FOR TEST"

A monthly grocery inventory covering 48 classifications in Winston-Salem and Forsyth County is available to food advertisers.

Population 104,200*

Retail Sales \$100,042,000*

*SALES MANAGEMENT, 1950 SURVEY OF BUYING POWER

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM TWIN CITY

JOURNAL and SENTINEL

MORNING

SUNDAY

EVENING

National Representative

KELLY-SMITH COMPANY

FOR YOUR NEEDS IN BUILDING GREATER NORTH CAROLINA

SAND — GRAVEL — CRUSHED STONE
FILTER MEDIA — BLASTING SAND
HIGH PURITY METALLURGICAL GRAVEL

From The Mountains To The Sea

MATERIAL SALES COMPANY

Phone
133

P. O. Drawer 1040 • SALISBURY, N. C.

Phone
3241

Riegel Paper to Erect Mill in North Carolina

The Riegel Paper Corporation of New York will build a \$13,500,000 paper mill at Acme, North Carolina, to be completed about January, 1952, according to an announcement by John L. Riegel, president of the firm.

Mr. Riegel said the Riegel-Carolina Corporation, a completely owned subsidiary, will build the bleached Kraft pulp plant which will have a 200-ton daily capacity. The mill will be located on the Cape Fear River, adjacent to the 150,000-acre Waccamaw Forest purchased by Riegel in 1947.

Engineers for the huge plant will be the J. E. Sirrine Company of Greenville, S. C. The plant, employing about 250 men, will provide a market for more than 100,000 cords of pulp wood annually. The Riegel-Carolina's production will supply 50 per cent of the parent company's wood pulp requirements.

Russell Company Opens Plant at Bennettsville

Russell Mfg. Co., Middletown, Connecticut, recently announced the formal opening of a new Venetian blind tape manufacturing plant at Bennettsville, South Carolina.

The plant will be operated by a wholly owned subsidiary known as the Russell Products Company. The plant, which is 130 feet wide by 500 feet long, has been designed to permit streamlined production. The roof of the weaving room is of bow-string construction, giving a clear span working space 94 feet wide by 319 feet long.

This plant, which will be the largest in the world designed and equipped for the production of Venetian blind tapes exclusively, is the third manufacturing unit established by the company during the past year. The others are the asbestos yarn mill at Northfield, Vermont, and the narrow elastic fabrics plant at West Columbia, South Carolina. Each of these plants is integrated with the main plant and offices at Middletown, Connecticut. Each will contribute to the over-all manufacturing efficiency of the organization as a whole, enabling the company to render more effective service to its customers.

L & N Spends \$6½ Million For Facilities and Equipment

The purchase of 41 new Diesel-electric locomotives for road freight and yard service and the construction of necessary facilities in connection with their use, at a cost of approximately \$6½ million, was announced by the management of the Louisville & Nashville Railroad, Aug. 1.

The road locomotives will be used principally in main line freight service between Louisville, Ky., and Atlanta, Ga., and between Louisville, Evansville, Ind., Nashville, Tenn., and East St. Louis, Ill.

They will replace steam locomotives of older types, with resultant speeding up of traffic and substantial savings in operating costs. The Diesel switch locomotives will be assigned to various terminal points over the system.

Orders for these locomotives have been placed and delivery is expected to begin in October and to be completed before the end of the year.

Du Pont Activities New Unit At Parkersburg, for "Teflon"

A new unit of the Du Pont Company's plastics plant near Parkersburg, W. Va., has gone into commercial production of

"Teflon" tetrafluoroethylene resin, an industrial plastic highly resistant to chemicals and heat and one of the best insulating materials known.

The new unit makes available to the chemical and electrical industries and other users of "Teflon" a productive capacity several times that of a plant at Arlington, N. J., where manufacture of the plastic in relatively small commercial quantities was started in 1943.

The unit's full operation marks completion of the first expansion at the Parkersburg plant which less than two years ago began commercial manufacture of nylon molding powder, monofilament and tapered bristles; "Lucite" acrylic resin, and "Alathon" polythene resin.



WINSTON-SALEM

**One of the South's
leading industrial cities**

Industry flourishes in Winston-Salem . . . main products are cigarettes and other tobacco products, textiles, furniture, and electronic equipment . . . plus hundreds of other items. . . Winston-Salem has been built on a foundation rich with history, dating back to 1766 . . . good schools and beautiful churches are an accepted tradition . . . new industry is welcomed . . . for the information you need, write:

WINSTON-SALEM CHAMBER OF COMMERCE
WINSTON-SALEM, NORTH CAROLINA

you can use



PINE HALL
Vitrified
CLAY PIPE

PINE HALL Vitrified Clay Pipe is made from nature's own indestructible raw material. It resists the disintegrating action of chemicals, acids, alkalis, rust and other corrosive elements. Solve problems in drainage and sanitation ... ask your dealer for Pine Hall Vitrified Clay Pipe.



PINE HALL
BRICK AND PIPE CO.

FOR
SANITARY SEWERS
•
HOUSE TO STREET
SEWER CONNECTIONS
•
SEPTIC TANK CONNECTIONS
•
HOUSE DOWNSPOUT DRAINS
•
BASEMENT DRAINAGE
•
IRRIGATION
•
AIRPORT DRAINAGE
•
FARM DRAINAGE
•
STORM SEWERS
•
HIGHWAY DRAINAGE
•
INDUSTRIAL WASTE
DRAINAGE

VALDESE MANUFACTURING COMPANY, INC.

Manufacturers of

SUPER KARDED YARNS

14's to 30's

AND DYED YARNS FOR
THE KNITTING AND WEAVING TRADE

Located at

VALDESE
NORTH CAROLINA

FACE **BRICK** COMMON

by

**STATESVILLE
BRICK COMPANY**

SEWER PIPE • FLUE LINING

STRUCTURAL TILE

Statesville, North Carolina



GEORGE C. BROWN & COMPANY, Inc.

ESTABLISHED 1886

AROMATIC RED CEDAR

Greensboro, North Carolina

TELEPHONE 2-4118

CAROLINA CONTAINER COMPANY

HIGH POINT, NORTH CAROLINA

Manufacturers of all types of corrugated boxes and shipping containers.

The oldest corrugated box plant in the two Carolinas.

NORTH CAROLINA CONCRETE MASONRY ASSOCIATION



★
Organized for Quality
★

505 COMMERCIAL BUILDING
RALEIGH, N. C.

Best by Test

Specify N.C.C.M.A.

Laurinburg Plywood Corporation

Manufacturers

High Grade
Stock and Furniture Panels

$\frac{1}{8}$ to $\frac{3}{4}$ thick

LAURINBURG

NORTH CAROLINA

**THE SOUTH'S STOCK
IS RISING**



Now . . . on the eve of the South's "second wind" of progress . . . North Carolina continues to set the pace. In the South, Occidental Life contributes its part . . . through investments in its industry and its government. Its Insurance Plans contribute to the ever growing standard of living. Its rapidly increasing staff of workers swells the income of the communities in which they live.

So . . . it is with pride that this Company located its Home Office in North Carolina . . . where it is the hub of its expanding wheel of operation.

OCCIDENTAL Life
INSURANCE COMPANY

RALEIGH NORTH CAROLINA
LAURENCE T. LEE, PRESIDENT

Write Today
OCCIDENTAL LIFE HAS OPENINGS IN ITS FIELD FORCE

SNOW LUMBER COMPANY, Inc.

Quality

MILLWORK

Since 1880

H. M. ARMENTROUT, PRESIDENT
CARTER DALTON, VICE PRESIDENT
P. H. DALTON, SECRETARY-TREASURER

HIGH POINT, NORTH CAROLINA

Statesville Chair Co.

MANUFACTURERS



OCCASIONAL CHAIRS

Statesville, N. C.

SUPERIOR STONE COMPANY

1212 Insurance Building

PHONE 3-3061

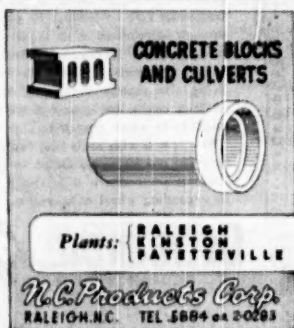
Raleigh, N. C.

REPRESENTATIVES

R. B. SHEPARD
RALEIGH, N. C.

R. B. ARTHUR
BOX 546, GREENSBORO, N. C.

W. T. RAGLAND, Jr.
CHARLOTTE, N. C.



CRANSTON PRINT WORKS COMPANY

Established 1825

FLETCHER, N. C.
CRANSTON, R. I.
WEBSTER, MASS.

BORDEN BRICK & TILE COMPANY

GOLDSBORO, NORTH CAROLINA

Manufacturers Of

FACE BRICK • COMMON BRICK • HOLLOW BUILDING TILE

PLANTS

DURHAM, NORTH CAROLINA SANFORD, NORTH CAROLINA

KESTER MACHINERY COMPANY

Established 1880

Winston-Salem, North Carolina

MILL and INDUSTRIAL SUPPLIES

• METAL and WOODWORKING MACHINERY

G **GLAMORGAN** **N**
PIPE & FOUNDRY CO.
—
LYNCHBURG, VA.

HERMAN-SIPE & COMPANY INCORPORATED

General Contractors
Building Material
CONOVER, N. C.



T. A. LOVING & CO.

General Contractors

GOLDSBORO

NORTH CAROLINA

J. S. BOWERS President R. E. LEACH Vice-President F. W. DICKINSON Vice-President MARTHA R. WATERS Secretary-Treasurer

BOWERS CONSTRUCTION COMPANY

INCORPORATED

ENGINEERS AND GENERAL CONTRACTORS



Whiteville and Raleigh, North Carolina



GRANNIS AND SLOAN

INCORPORATED

GENERAL CONTRACTORS

Fayetteville, N. C.

GALVANIZING

Have it done by Philadelphia's OLDEST,
the Country's LARGEST

—HOT DIP JOB GALVANIZER—
—PICKLING AND OILING—

Joseph P. Cattie & Bros., Inc.
Genl. & Letterly Bldg., Philadelphia, Pa.
GALVANIZED PRODUCTS FURNISHED



McDEVITT & STREET COMPANY

General Contractors

505 BUILDERS BUILDING
CHARLOTTE 1, N. C.

FABRICATED LEAD EQUIPMENT FOR THE CHEMICAL, RAYON, BY-PRODUCT COKE AND PLATING INDUSTRIES

Lead lined tanks of every description, lead heating and cooling
coils, special lead circulating and storage equipment for
sulphuric acid.

SOUTHERN LEAD BURNING CO.

P. O. Box 4627

Atlanta 2, Ga.

Phone Wal. 2576

FRANK W. COX, Pres. & Gen'l. Mgr.
E. A. ROGERS, 1st Vice-Pres. JULIA E. LEACH, 2nd Vice-Pres.
G. A. PHILLIPS, Secy. JOHN S. LEACH, Treas., Asst. Secy. & Asst. Mgr.

EUREKA LUMBER COMPANY

MANUFACTURERS

Washington, North Carolina

SOUTHEASTERN CONSTRUCTION COMPANY

Industrial • Institutional • Commercial

BUILDERS SINCE 1921

Main Office

301 W. Second Street
Charlotte, N. C.

Branch Offices

Atlanta, Ga. — Richmond, Va.
Charleston, W. Va.

NATURAL GAS

A fuel whose value has been proven by years of use in a most diversified line of industrial applications.

Natural gas has created the possibility of effortless comfort by the facility, and economy with which it fits into the home.

SOUTHERN NATURAL GAS COMPANY

Watts Building

Birmingham, Ala.

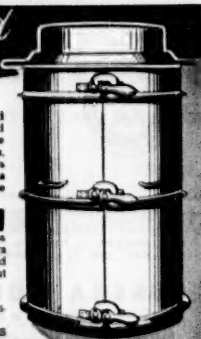
Inc. **Quinn Standard** FOR CONCRETE PIPE

The Quinn Standard is known as the best the world over, wherever concrete pipe is produced and used. Backed by over 35 years' service in the hands of hundreds of Quinn-educated contractors, municipal departments and pipe manufacturers who know from experience that Quinn pipe forms and Quinn mixing formulas combine to produce the finest concrete pipe at lowest cost.

QUINN HEAVY DUTY PIPE FORMS

For making pipe by hand methods by either the wet or semi-dry processes. Built to give more years of service—size for pipe from 10" up to 120" and longer—longue and groove or bell end pipe at lowest cost.

WRITE TODAY. Complete information, prices, and estimates sent on request.
Also manufacturers QUINN CONCRETE PIPE MACHINES



QUINN WIRE & IRON WORKS 1605 12 ST BOONE IA

SET
SCREWS

CAP
SCREWS

SPECIAL
PARTS

SCREW MACHINE PRODUCTS

made to your order

ACCURACY
IN DETAIL



SPEEDY
SHIPMENTS

STEEL

BRASS

STAINLESS

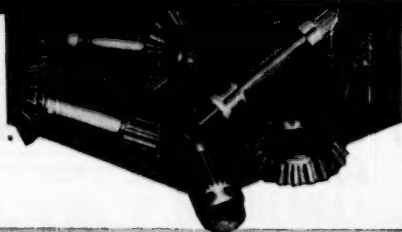
ALUMINUM

SAMUEL J. SHIMER & SONS, Inc., Milton 3, Pa.

send us your specifications
for quotation

GEARS: of ALL TYPES and COMBINATIONS and GEAR TOOTH SPECIALITIES from any metals to close tolerances can be produced to specifications of interchangeability.

Simplicity of design, coupled with quality materials and engineering skill produce GEARS and SPROCKETS of accurate machining and rugged durability.



SPROCKETS: of ALL KINDS made to specifications from various metals, including Steels and Alloy Steels, Cast Iron, Bronze, Stainless and Duraluminum.

Our engineers will be glad to know of your special requirements and will submit reliable recommendations designed to increase plant efficiency at worthwhile savings. Let us hear from you.

Established 1883

THE SLAYSMAN COMPANY

Incorporated 1932

Engineers • MANUFACTURERS OF INDUSTRIAL GEARS • Machinery

801-813 EAST PRATT STREET

BALTIMORE 2, MD.



SUITED FOR VARIOUS NEEDS

The building needs of industry are highly varied; but Allied Steel Buildings are ideally suited to the requirements of industry. Allied Steel Buildings are constructed of standard sections which may be combined to erect a building of almost any size or shape. They may be enlarged easily and quickly to meet the needs of expanding business.

**ALLIED
STEEL**

Prompt Delivery • Write for Catalog

ALLIED STEEL PRODUCTS CORP.
1000 N. 10TH ST.
MILWAUKEE, WIS.

MERCOID



THE ONLY 100% MERCURY
SWITCH EQUIPPED CONTROLS

The distinguishing feature of Mercoid Controls is the exclusive use of Mercoid hermetically sealed mercury switches. These switches are not subject to dust, dirt or corrosion, thereby assuring better performance and longer control life.



Pressure



Thermocouple Line Voltage



Temperature



Explosion Proof



Thermocouple Line Voltage



Liquid Level



Float Operated



Oil Burner Safety



Transformer Safety

If you have a control problem involving the automatic control of pressure, temperature, liquid level, mechanical operations, etc., it will pay you to consult Mercoid's engineering staff—always at your service.

Complete Mercoid Catalog sent upon request.



Why **WISCONSIN**
FOUR-CYLINDER
Air-Cooled **ENGINES**
ARE ALL **V-TYPE**

1. V-type design provides a more compact power package for easier, more adaptable installation on original equipment.
2. V-type design means lighter weight, adding to ease of handling and mobility.
3. V-type design provides most efficient air cooling — the air blast travels only half as far as required for a 4-cylinder "straight-in-line" engine.
4. More uniform cooling of V-type engines assures more economical and smoother engine performance; lower maintenance cost; longer engine life.
5. V-type cylinders are cast in pairs, 2 cylinders to a block, thus greatly reducing replacement cost if and when that should be necessary and simplifying servicing.

Wisconsin V-type 4-cylinder design is typical of the advanced engineering know-how that goes into all Wisconsin Engines... 4-cycle single cylinder, 2-cylinder and 4-cylinder models, in a complete power range from 3 to 30 hp. Write for detailed data.

V
VE-4



15 to 21.5 hp.

V
VF-4



17.5 to 25 hp.

V
VP-4



25.0 to 31 hp.

100%
H.P. HOURS

WISCONSIN MOTOR CORPORATION



Built and Installed

By People Who Know How

Let's be quite frank about what it takes to build a completely satisfactory, long-lasting Well Water System. As an almost entirely underground construction job, there must be a lot of know how; skill and experience gained over a long period of years in the building of thousands of Well Water Systems, otherwise many costly errors may be made.

In all the world, there is no firm that equals Layne in skill; none that has had so much experience and none that is known to be so successful. Layne has built many successful systems where others have failed, proving that skill was the needed factor.

Layne constructs perhaps more big Well Water Systems than any other firm in the Nation. In addition to skill, Layne can offer the finest types of equipment, some of which they build for their exclusive use.

If you want helpful information on solving a water supply problem, ask Layne for help. No obligation. For catalogs, literature, etc., address

LAYNE & BOWLER, INC.

General Offices, Memphis 8, Tenn.

LAYNE

WELL WATER SYSTEMS

VERTICAL *Turbine* PUMPS

ASSOCIATED COMPANIES: Layne-Arkansas Co., Stuttgart, Ark. • Layne-Atlantic Co., Norfolk, Va. • Layne-Central Co., Memphis, Tenn. • Layne-Northern Co., Milwaukee, Wis. • Layne-Louisiana Co., Lake Charles, La. • Louisiana Well Co., Monroe, La. • Layne-New York Co., New York City • Layne-Northwest Co., Milwaukee, Wis. • Layne-Ohio Co., Columbus, Ohio • Layne-Pacific, Inc., Seattle, Washington • The Layne-Texas Co., Ltd., Houston, Texas • Layne-Western Co., Kansas City, Mo. • Layne-Minnesota Co., Minneapolis, Minn. • International Water Corporation, Pittsburgh, Pa. • International Water Supply Ltd., London, Ont. • Layne-Hispano Americana, S. A., Mexico, D. F. • General Filter Company, Ames, Iowa

DAVIS

CYPRESS TANKS

\$375,000,000 More Than 1948

Southern construction awards were higher in 1949 than in any peacetime year, running over 3 billion dollars, and we participated in the tank sales. None better than "the wood eternal." Write us.



G. M. DAVIS & SON • P. O. Box 5 • PALATKA, FLA.



"SERVING THE SOUTH"

Storage tanks — Pressure vessels
Welded steel plate construction

BUFFALO TANK CORPORATION

Fairfield Plant — P. O. Box 475
Baltimore, Maryland

STEEL AND STAINLESS STEEL

FABRICATORS

STEEL TANKS • STACKS • CHUTES
VESSELS AND SIMILAR WORK

BROWN STEEL CONTRACTORS

NEWMAN, GEORGIA

Elevated Tanks • Dismantled • Moved • Rebuilt • Repaired
Bought and Sold • Heavy Rigging and Boiler Repairs

POWER PLANTS—WATER WORKS

Contractors

BURFORD, HALL & SMITH

140 Edgewood Ave., N. E.
Atlanta, Georgia

Crawford Sprinkler Supply Co.

ENGINEERS AND CONTRACTORS

Automatic Sprinkler Systems
Heating, Boiler and Industrial Piping
Pipe, Valves and Fittings

EAST POINT, GEORGIA

SYDNOR PUMP & WELL CO., INC.

ESTABLISHED 1889

We specialize in Water Supply and in Pumping Equipment

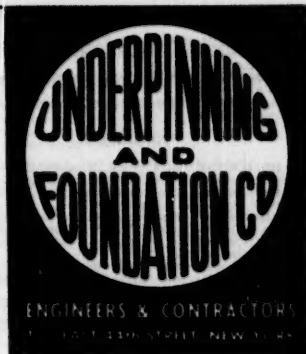
1305 BROOK ROAD, RICHMOND 22, VA.

FOUNDATIONS

**PILES—CAISSONS
UNDERPINNING
SHAFTS—TUNNELS
COFFERDAMS**

No Job Too Large—None Too Small

**41 YEARS
EXPERIENCE**



Driving Steel Pipe Piles

THE BELMONT IRONWORKS

Engineers-Fabricators-Erectors-Contractors-Exporters

**STRUCTURAL STEEL
BUILDINGS & BRIDGES
RIVETED — ARC WELDED**

SHOPS: PHILADELPHIA — EDDYSTONE — ROYERSFORD

Cable Address — Belliron



Main Office—Philadelphia 46, Pa.

New York Office—44 Whitehall St., N. Y. 4, N. Y.

EPPINGER AND RUSSELL CO.

Wood Preservers Since 1878

80 EIGHTH AVE., NEW YORK 11, N. Y.

Pressure Treated

— STRUCTURAL LUMBER —
POLES • CROSS ARMS • PILING • TIES
POSTS • BRIDGE AND DOCK TIMBERS

Treating Plants

Jacksonville, Fla. • Edgington, Pa. • Norfolk, Va.

Bristol Steel & Iron Works, Inc.

DESIGNERS — FABRICATORS — ERECTORS

STRUCTURAL STEEL



For Buildings, Bridges and All Industrial Purposes
BRISTOL, VIRGINIA-TENNESSEE

Capacity: 1500 to 2000 tons per month.

Ornamental and Industrial



PERFORATED METALS

We carry a large stock for
immediate shipment.

Send for Our Catalogue.



Manhattan Perforated Metal Co., Inc., 43-17 37th St., L. I. City N. Y.

SAFE-LINE

WIRE ROPE CLAMPS

**THAT'S WHY
IT NEVER
SLIPS**



Ask
Your
DEALER

Write for details of this—the only PERFECTED wire
rope clamp on the market. Millions used by Manufacturers,
the Armed Forces and Industries.

NATIONAL SAFE-LINE CLAMP CO.

11252 Nine Mile Road

Van Dyke, Michigan

PERFORATED METALS

For every purpose, Industrial and Ornamental

Steel, Stainless Steel, Monel Metal, Brass,
Copper, Bronze, Aluminum, Zinc, Lead, Tin
Plate and all other metals or materials
perforated as required, and for all kinds
of screens. Send for new Catalog.

CHARLES MUNDT & SONS

400 Johnston Ave.,

JERSEY CITY, N. J.

New Plants

(Continued from page 18)

HOUSTON—Rheem Mfg. Co., 1025 Lockwood Drive, shop building, \$61,200.
HOUSTON—River Brand Rice Mills, Inc., three-story office building, Taylor St. at Summer St.
HOUSTON—L. A. Schembra, service station, 1733 Old Spanish Trail.
HOUSTON—Stauffer Chemical Co., one-story shop building, \$45,000.
HOUSTON—Sterling Radio Products Co., radio building.
JACKSON—Southwestern Bell Telephone Co., dial office building.
LUBBOCK—Anderson-Young Electric Co., 1814 Avenue Q, business building.
LUBBOCK—Bell Ice Cream & Milk Co., 819 Avenue H, milk processing and dairy products plant and retail store, \$100,000.
LUBBOCK—S. E. Cone Grain Co., 302 Broadway warehouse.
LUBBOCK—Lubbock Warehouse Co., warehouse, \$84,500.
LUBBOCK—James W. Speers, business building, \$50,000.
MIDLAND—Continental Oil Co., Oil & Gas Building, one-story filling station.
PASADENA—Mathiesen Chemical Co., fertilizer storage silo, \$85,000.
RIO GRANDE VALLEY—Valley Milk Producers Assoc., plant and equipment for handling 20,000 gallons of milk daily.
ROBSTOWN—Hill Hardware & Implement Co., addition to present building.
ROSENBERG—Arthur Mahman, service station.
SAN ANGELO—R. C. Jones, 1324 Live Oak, business building.
SAN ANGELO—San Angelo Standard, Inc., newspaper building.
SAN ANTONIO—Alamo Iron Works, Montana and Hoefgen Sts., addition and alterations to present office building.
SAN ANTONIO—M. C. Burgamy, garage building, 3915 S. Presa St., garage building, \$36,000.
SAN ANTONIO—Dean & Co., automobile finance building, \$127,435.
SAN ANTONIO—J. N. Flores & Brother, 2600 S. Flores St., warehouse, \$30,000.
SAN ANTONIO—Scobey Fireproof Storage Co., remodeling warehouse.
SHERMAN—Kimbel-Norris Mills, Fort Worth, started work on a solvent extraction plant.
SNYDER—Southwestern Bell Telephone Co., telephone building.

SAUEREISEN ACID PROOF CEMENTS



Let us help you with your acid-proofing problems.

Send sketches and blueprints.

Sauereisen Cements Co. Pittsburgh 15, Pa.

TROUP—Jarvis Chevrolet Co., auto display building.
WACO—Brazer River Transmission Electric Cooperative, office and headquarters building.
WACO—Cagey's Bakery, one-story bakery.
WACO—Ruaco Motor Co., c/o Bird-Kultgen, Inc., 1225 Franklin Ave., one-story auto sales building.

VIRGINIA

RICHMOND—Emrick Chevrolet Sales Corp., auto sales and service building.
RICHMOND—Murray Oldsmobile Co., Inc., 720 W. Broad St., garage, \$72,000.
RICHMOND—Reynolds Metals Co., alterations and additions, 115 and 117 N. Third St.
RICHMOND—A. R. Tiller Corp., addition to warehouse, \$24,870.
ROANOKE—Chesapeake & Potomac Telephone Co., 7th and Grace Sts., air conditioning of toll terminal room.
RICHMOND—A. R. Tiller Corp., addition to warehouse, 909 Myers St.

WEST VIRGINIA

WEIRTON—Weirton Steel Co., coal storage and reclaiming system at its coke plant.

COMING EVENTS

SEPTEMBER

11-13—Southern Combed Yarn Spinners' Association and Spinner Breeder Conference, joint meeting, El Paso, Texas.
23—Southeastern Section AATCC, LaGrange, Georgia.
28-29—National Association of Cotton Manufacturers, Annual Meeting, New Ocean House, Swampscott, Mass.
28-30—American Association of Textile Chemists and Colorists, Annual Convention, Wentworth-By-The-Sea, Portsmouth, N. H.
30—Piedmont Division, STA, Charlotte Hotel, Charlotte, N. C.

OCTOBER

2-6—Gas Appliance Manufacturers' Association, Biennial Exposition of gas appliances and equipment, Convention Hall, Atlantic City, N. J.
2-7-10—Southern Textile Exposition, Textile Hall, Greenville, S. C.
12-13—North Carolina Cotton Manufacturers' Association, Annual Meeting, Carolina Hotel, Pinehurst, N. C.
12-13—Foundry Equipment Manufacturers' Association, Meeting, Greenbrier Hotel, White Sulphur Springs, West Virginia.

FOR SALE

BEAUTIFUL FACTORY SITE
51 Acres
2,000 Feet on Railroad
and
With Running Water
Land Perfectly Level

Will sell or improve for responsible tenant.

WRITE:

M. S. Greenberg, Box 112
 Danville, Virginia

WANTED

60 HP high speed steam engine, for 125 lbs. steam. Prefer high speed with fly wheel governor. Give full description.

CRYSTAL ICE WORKS, INC.
 Bartow, Florida

WANTED

Large engineering firm wishes to acquire several complete plants through purchase of (1) capital stock, (2) assets, (3) machinery and equipment, whole or in part. Personnel retained where possible, strictest confidence. Box 1210, 1474 Broadway, New York 18, N. Y.

Patent Attorneys

EATON & BELL
 PATENT ATTORNEYS
 1208-R Johnston Bldg., Charlotte, N. C.
 753 Munsey Building, Washington, D. C.

Inventions for Sale

MANUFACTURERS—Write for our FREE Classification Sheet of Inventions for Sale, covering 135 main subjects, and in one or more of which you will doubtless be interested. ADAM FISHER CO., 578 Enright, St. Louis, Mo.

Business Opportunities

HIGH GRADE LIMESTONE
 Large deposit, 40 feet Oolitic For Sale Or Lease Directly on Main Line of Chesapeake & Ohio R.R. For information write Owner Box 531, Beckley, W. Va.

FOR SALE

Owners of well established lumber manufacturing business in Georgia and North Carolina wish to retire and will sell their properties consisting of:

FOR SALE IN GEORGIA

One seven foot modern band mill, including adequate and modern logging equipment; also houses for employees. Twenty million feet of standing Virginia Hardwood timber within 12 to 15 miles of the mill. New, up-to-date Veneer and Plywood plant recently constructed; dry kiln, planing mill; lumber inventory (optional). Plant now in full operation, running on a very, very profitable basis.

FOR SALE IN NORTH CAROLINA

UNIT 1—New Ultra Modern Pine, Hardwood, and Cypress lumber manufacturing plant, including adequate and modern houses for employees.

Also, seventy-five million feet of standing timber and four million feet of lumber inventory; annual capacity—ten million feet.

UNIT 2—Eight foot Hardwood and Cypress Band mill plant located on a navigable river with logging equipment and fifteen million feet of high quality Gum and Cypress standing timber. Annual Capacity—ten million feet.

UNIT 3—Nice concentration yard, modern kilns and planing mills in North Carolina; excellent plant for doing one million feet of Pine per month, running on a very profitable basis. Plenty of lumber available.

Above propositions strategically located for future timber supplies; owners will sell on the basis of sound value for below replacement cost. Property has to be seen to be appreciated. Good competent crew and management on each of above locations who will stay with new owners. If financially qualified and interested, communicate direct with owners. No curiosity seekers, please. Brokers representing financially responsible interested principals protected, but no exclusive listings for peddling purposes.

Address reply to: P. O. BOX 212, MONTGOMERY, ALABAMA

MACHINERY & EQUIPMENT

NEW & USED

"ONE OF THE COUNTRY'S LARGEST STOCKS"

- Machine Tools
- Hydraulic Equipment
- Metal Working Equipment
- Molding Equipment
- Engraving Machinery

AARON MACHINERY COMPANY, INC.
45 Crosby St., New York 12, N. Y.
WORTH 4-8233

FOR SALE

40 ton Orton diesel locomotive crane
30 ton Davenport diesel locomotive
50 ton Whitcomb diesel-elec. loca.
16 ton Plymouth 36" gauge loco.
20 yd. Koppel air dump cars. Std. ga.
150 HP Kewanee portable boilers
1300 ft. I-R 2 stage elec. air compressors
1 yd. Manitowoc 1500 Speederane
225 HP 150 KW Busch diesel gen. set
MISSISSIPPI VALLEY EQUIPMENT CO.
505 Locust Street, St. Louis 1, Mo.

EST. 1904

DAVIDSON

PIPE COMPANY INC.

FORMERLY

ALBERT & DAVIDSON PIPE CORP.

ONE OF THE LARGEST STOCKS IN THE EAST

Seamless and Welded 1/2" to 26" O.D.

All wall thickness Manufactured.

Specialty large sizes.

Cutting — Threading — Flanging —

Fittings — Valves.

Call GEDNEY 9-6300

50th St. & 2nd Ave., N.Y. 32, N. Y.



GREENPOINT IRON & PIPE CO. INC.
Brooklyn and Manhattan, N.Y.

FOR SALE

One (1) Used Niles-Bement Planer with two rail heads and two side heads. Bed size: 64" wide x 14' long. 50 H.P. 230 Volt D.C. Motor.

F. X. HOOPER COMPANY, INC.
Glenarm, Maryland

COMPRESSORS — VACUUM PUMPS

NEW & REBUILT

Stationary — Portable

Save 40% to 60%

Sale — Rental — Rental Purchase

AMERICAN AIR COMPRESSOR CORP.

4704 Dell Ave., North Bergen, N. J.

FOR SALE

Several heavy duty, reconditioned dryers, sizes 7' x 60", 6 1/2' x 60", 5 1/2' x 35", 5' x 40". Also a number of kilns, 6 1/2' x 45", 5' x 50" and 4 1/2' x 40" and 8' x 100". Raymond mills, jaw crushers, ball and tube mills.

W. P. HEINEREN

227 Fulton St., New York

Large Warehouse Stocks of New and Guaranteed Rebuilt

METAL-WORKING MACHINERY
Machine Tools of All Kinds, Pipe Machines, Punches, Shears, Welders, Presses and Forging Equipment.

POWER PLANT EQUIPMENT
Turbo Generators, Engine Generators, Diesel Engines, Buffers, Blowers, Motor Generator Sets, Electric Motors, Air Compressors, Pumps, Heaters, Complete Power Plants.

Ask For Prices and Delivery TODAY

Everything from a Pulley to a Powerhouse

THE O'BRIEN MACHINERY CO.

1545 N. DELAWARE AVE., PHILADELPHIA, PA.

Bell Phone: GA 6-1150

AFFILIATED WITH

Soc Espana Industrial Sul America

Lima

RIO DE JANEIRO—BRAZIL

ELECTRIC MOTORS & GENERATORS

— New & Rebuilt —

AC & DC — Up to 500 H.P.
Large Stock — Full Guarantee
Immediate Shipment

Reduced Prices — Backed By
43 Years of Fair Dealing

ARTHUR WAGNER CO.

Randolph & Ogden—Chicago 7, Ill.

AIR COMPRESSORS:

Elec.: 1500, 1578, 2200, 3176 & 3700 Ft.

Btld.: 528, 676, 870, 1040 & 1300 Ft.

Diesel: 500, 600, 800, 1000 & 1578 Ft.

R. R. EQUIPMENT:

5—Diesel Locos., 10, 30, 45, 65 & 80 Ton

17—Gas Locos., 4, 8, 16, 20 & 30 Ton.

126—8,000 & 10,000 Gal. Cap. Tank Cars.

96—50 Ton & 40 Ton Flat Cars.

226—Box & Gondolas, 40 & 50 Ton.

25 & 35 Ton Diesel Loco. Cranes.

STEEL STORAGE TANKS:

29—10,000, 15,000, 20,000 & 25,000 Gal.

7—3,000, 55,000 & 80,000 Bbl. Cap.

40—10,000 Gal. 60 lb. test pressure.

STEEL SHEET PILING:

1500 Ton Beth. SP4, 40 & 50 Ft.

540 Tons Beth. DP2, 20, 26, 60 Ft.

R. C. STANHOPE, INC.

40 E. 42nd St. New York 17, N. Y.

70 Ton (2) Std. Ga. Locomotives

60x200" Structural Steel for Building

128 HP 1602 Loco. Boiler—51500

10 Ton 27 5" Span 3-Motor T. Crane

350 HP (2) 2002 Vertical Boilers

4' SYMONS Shearhead Cone Crusher

15x24" UNIVERSAL Jaw Crusher—Rebuilt

M. & P., 6719 Etzel, St. Louis 14, Mo.

NEW HERMAN NELSON PROPELLER FANS



This fan is 48" in diameter and blows 18,000 cubic ft. per min. The motor is 1/2 H.P., 110/220 V., 60 cy., single phase, 1800 R.P.M. Immediate delivery.

Now List Price \$275. Our Price \$95.

Same as above with 54" fan blowing 24,000 CFM with 1/2 H.P. motor.

Now List Price \$325. Our Price \$110.

For check with order we prepay trucking, otherwise C.O.D.

Our ref. Central Trust Co.

ELECTRIC EQUIPMENT CO.

63 CULLEW STREET

Rochester 1, N. Y.

We Stock Fractional HP Motors, Exhaust Fans, Etc.

FOR SALE

ROUND STAINLESS RODS

5/16" x 10-15'	416 CR	600 lbs.
7/16" x 10-12'	303 CR	2,500 lbs.
1 1/4" x 10-20'	303 CR	16,000 lbs.
1-17/64" x 8-15'	303 CR	30,000 lbs.
1 1/2" x 10-20'	416 HR	8,500 lbs.
1 1/2" x 10-20'	416 HR	24,000 lbs.
1 1/2" x 8-15'	303 CR	15,000 lbs.
2" x 8-15'	303 CR	500 lbs.
2 1/2" x 8-15'	303 CR	30,000 lbs.

— PRICED VERY LOW —

Aluminum Sheet

.016 x 36 x 144	24 ST	1,681 lbs.
.016 x 36 x 96	24 ST	1,133 lbs.
.020 x 42 x 120	24 ST	1,900 lbs.
.020 x 36 x 96	24 ST	208 lbs.
.020 x 42 x 144	24 ST	157 lbs.
.025 x 48 x 144	24 ST	214 lbs.
.025 x 48 x 144	24 ST	5,460 lbs.
.025 x 36 x 144	24 SO	130 lbs.
.032 x 48 x 144	24 SO	2,100 lbs.
.040 x 36 x 120	2 SO	1,018 lbs.

At Less Than Mill Price

Subject To Prior Sale

CONTINENTAL IRON AND METAL COMPANY

Outfit and Ridgely Streets

Baltimore 30, Md.

Lex. 1980

"Send us your list of surplus metals"

TRANSFORMERS



BOUGHT AND SOLD

We carry a large stock of transformers, and invite your inquiries.

PIONEER TRANSFORMER REBUILDERS

We rewind, repair and redesign all makes and sizes.

One Year Guarantee.

THE ELECTRIC SERVICE CO., INC.

"AMERICA'S USED TRANSFORMER CLEARING HOUSE"

SINCE 1912

CINCINNATI 27, OHIO



Ford, Bacon & Davis Engineers

CONSTRUCTION
MANAGEMENT

NEW YORK

APPRAISALS
REPORTS

PHILADELPHIA CHICAGO LOS ANGELES

Investigations
and
Reports



Appraisals
Management

DESIGN • ENGINEERS • CONSTRUCTION
Industrial, Public Utilities, Process Plants
ENGINEERING CONSULTANTS

DAY & ZIMMERMANN, INC.

NEW YORK

PHILADELPHIA

CHICAGO

SANDLASS, WIEMAN & ASSOCIATES

Engineers

Design — Investigations — Reports

Industrial Plant Development
Bulk Material Handling Plants, Grain Elevators
Machinery Layout and Plant Modernization
Railroad and Trucking Facilities

1021 North Calvert Street

Baltimore 2, Maryland

GANNETT-FLEMING-CORDDRY-CARPENTER, INC.

ENGINEERS

Water works, Sewage, Industrial Wastes, Roads, Bridges,
Airports, Flood Control. Appraisals, Investigations, Reports.

PITTSBURGH, PA.

HARRISBURG, PA.

DAYTONA BEACH, FLA.

WILEY & WILSON CONSULTING ENGINEERS

Steam and Electric Distribution, Power Plants, Municipal Planning, Water Supply,
Sewerage, Sewage and Water Treatment, Incinerators, Streets and Pavements, and
Airports, Industrial Plants.

Reports — Plans — Supervision

Main Office
905 Peoples Bank Bldg.
Lynchburg, Virginia

Branch Office
517 American Bldg.
Richmond, Virginia

HARDAWAY CONTRACTING COMPANY

Engineers Contractors
Water Power Development, Bridges
COLUMBUS, GEORGIA

Harrington & Cortelyou

Consulting Engineers
Frank M. Cortelyou

E. M. Newman F. M. Cortelyou, Jr.
Movable and Fixed Bridges of All Types,
Foundations, and Related Structures.
1804 Baltimore Kansas City 6, Mo.

Wiedeman and Singleton Consulting Engineers

WATER WORKS, SEWERS, SEWERAGE
DISPOSAL, APPRAISALS, VALU-
ATIONS, REPORTS

Candler Bldg.

ATLANTA, GA.

Watson and Hart

Consultants for Civil, Electrical, Mechan-
ical and Textile Engineering Problems.
GREENSBORO NORTH CAROLINA

Lacey, Atherton & Davis Architects & Engineers

HOTEL STIRLING BUILDING
WILKES-BARRE, PA.

Algernon Blair

Contractor

MONTGOMERY, ALA.

ROBERT AND COMPANY ASSOCIATES

Architects and Engineers

ATLANTA

DESIGN • MODERNIZATION STUDIES • APPRAISALS
MACHINERY LAYOUTS • AIR CONDITIONING
POWER PLANTS

FREDERICK SNARE CORPORATION

Engineers—Contractors

HARBOR WORKS • BRIDGES • POWER PLANTS •
DAMS • DOCKS AND TERMINALS.

DIFFICULT AND UNUSUAL FOUNDATIONS A SPECIALTY.

233 BROADWAY, NEW YORK CITY 7
1400 SOUTH PENN SQUARE, PHILADELPHIA

HAVANA, CUBA; LIMA, PERU; BOGOTA, COLOMBIA; CARACAS,
VENEZUELA; SAN JUAN, PUERTO RICO; GUAYAQUIL, ECUADOR.

HOOSIER ENGINEERING COMPANY

Erectors of Transmission Lines

1384 HOLLY AVE., COLUMBUS, OHIO

327 S. La Salle St.
CHICAGO, ILLINOIS

136 LIBERTY ST.
NEW YORK

VIRGINIA ENGINEERING COMPANY, INC.

Government — INDUSTRIAL — Municipal
GENERAL CONTRACTORS
NEWPORT NEWS, VIRGINIA

CARR AND J. E. GREINER COMPANY

Architect • Engineers

DURHAM, N. C.

BALTIMORE, MD.

CROUT, SNYDER & CRANDALL

Consulting Structural Engineers

20 E. LEXINGTON ST., BALTIMORE 2, MD.
MULBERRY 8500

APPRAISERS

So. Ky. Middle Tenn. N. Ala.
Est. 1914—Realtors
Biscoe GRIFFITH Company
214 Union, Nashville 3, Tenn.

WHITMAN, REQUARDT AND ASSOCIATES

ENGINEERS — CONSULTANTS
Civil — Sanitary — Structural
Mechanical — Electrical
Reports, Plans, Supervision, Appraisals
1304 St. Paul St., Baltimore 2, Md.

Consider Arkansas' Advantages
W. TERRY FEILD

Engineer Consultant
Civil — Mechanical — Electrical — Industrial
Reports — Plans — Construction Supervision
LITTLE ROCK, ARKANSAS
Telephone—Office 4-6222 Res. 2-2440

Hunting, Larson & Dannels Engineers

Industrial Plants—Warehouses
Commercial Buildings—Steel and
Reinforced Concrete—Design and
Supervision—Reports
1150 Century Bldg., Pittsburgh 22, Pa.

Batson-Cook Company

Incorporated
General Contractors
WEST POINT, GA.

FROEHLING & ROBERTSON, INC.

Inspection Engineers and Chemists

RICHMOND



VIRGINIA

THE BRADY CONVEYORS CORPORATION

Conveyors

SANDERSON & PORTER

ENGINEERS AND
CONSTRUCTORS



INDEX FOR BUYERS

Page Numbers Indicate Where Products Can Be Found

Airlines	3	Gas (Natural)	138	Sand & Gravel	120, 132
Appraisals	144, 147	Gears	138	Screens	141
Architects	43, 144	Granite	118	Screws and Nuts	138
Banks and Bankers	35, 36, 119, 122, 130	Grating (Steel)	112	Sheets (Steel, Galvanized)	8, 13, 14, 116, 143
Bearings	148	Insurance	110, 128, 135	Shipbuilding	3
Belt Lacing	147	Lead Installations	137	Sites (Industrial)	12, 15, 17, 20, 21, 23, 24, 31, 32, 42, 44, 47, 60, 103, 105, 106, 107, 109, 111, 113, 115, 117, 119, 120, 121, 122, 123, 125, 126, 127, 129, 131, 133, 142
Brick & Tile	108, 129, 134, 136	Locomotives	46	Sprinklers	140
Bridges	16, 18, 141	Lumber	112, 134, 135, 137	Stampings (Metal)	102
Boxes (Corrugated)	134	Lumber (Creosoted)	141, 147	Steel Fabricating	18, 104, 128, 139, 140, 141
Cements (Industrial)	142	Lumber (Salt-Treated)	147	Steel Plate Work	8, 14, 16, 118, 145
Chemists	144	Machinery (Metal & Woodworking)	136	Steel Products	8, 13, 14, 16, 116, 119
Clamps (Wire-Rope)	141	Machinery (New and Second-Hand)	142, 143	Steel (Stainless)	4, 8, 116, 119, 145
Clothing (Work)	114	Metals (Non-Ferrous)	112	Stone	136
Coal	19	Newspapers	27, 64, 65, 132	Structural Steel	8, 14, 16, 18, 118, 128, 141, 145
Concrete Blocks	135, 136	Paper	2	Tanks and Towers	140, 149
Contractors	26, 136, 137, 144	Paper (Cigarette)	45	Telephone Service	48
Conveyors	144	Perforated Metals	141	Temperature Control	139
Docks & Terminals	28, 130	Piling, Poles, etc. (Creosoted)	141, 147	Textiles	22, 33, 101, 119
Doors (Rolling Steel)	6, 150	Pipe (Cast Iron)	136	Tobacco	29
Dredging Contractors	144, 147	Pipe (Clay)	124, 134	Treads (Stair)	112
Elevators	30	Pipe Forms	138	Tubing (Steel)	13, 145
Engineers	43, 144	Plywood	38, 135	Water Supply	140
Engines	139	Professional Directory	144	Yarns	40, 134
Fans (Exhaust)	116	Pumps	140		
Foods	124	Railroads	8, 15, 23, 32, 121, 122, 129		
Forgings (Metal)	102	Road & Street Material	120		
Foundations (Construction)	141	Roofing	7		
Furniture	25, 135				
Galvanizing	18, 137				

STEEL Every Kind Quick Delivery

NEARBY STOCKS INCLUDE:

BARS—Carbon & alloy, hot rolled & cold fin., reinforcing
STRUCTURALS—I beams, H beams, channels, angles
PLATES—Sheared & U. M. Island 4-Way Floor Plate
SHEETS—Many types

TUBING—Seamless & welded mechanical & boiler tubes
STAINLESS—Alloyed sheets, plates, bars, tubes, etc.
BABBIT—bearing metal
MACHINERY & TOOLS—for metal fabrication

For a single piece or a carload, call our nearest plant. Joseph T. Ryerson & Son, Inc. Plants: New York, Boston, Philadelphia, Detroit, Cincinnati, Cleveland, Pittsburgh, Buffalo, Chicago, Milwaukee, St. Louis, Los Angeles, San Francisco

RYERSON

INDEX TO ADVERTISERS

- A -

AARON MACHINERY CO., INC.	143
Agency—Diener & Dorskind, Inc.	
AFFILIATED NATIONAL HOTELS	—
Agency—Alert Advertising Agency	
ALABAMA POWER COMPANY	12
Agency—Sparrow Advertising Agency	
ALLIED STEEL PRODUCTS CO.	139
Agency—Advertising Engineers	
AMERICAN AIR COMPRESSOR CORP.	143
AMERICAN APPRAISAL CO.	147
Agency—Klau-Van Pietersen-Dunlap Assoc.	
AMERICAN BRIDGE COMPANY	5
Agency—Batten, Burton, Durand & Osborn	
AMERICAN CREOSOTE WORKS, INC.	147
AMERICAN ENKA CORP.	40
Agency—Fuller & Smith & Ross	
AMERICAN TELEPHONE & TELEGRAPH CO.	48
Agency—N. W. Ayer & Sons, Inc.	
ARMCO DRAINAGE & METAL PRODS., INC.	104
Agency—N. W. Ayer & Sons, Inc.	
ARUNDEL CORP.	—
ATLANTIC AND EAST CAROLINA RAILWAY, THE	122
ATLANTIC COAST LINE RAILROAD	32
ATLANTIC CREOSOTING CO., INC.	147
ATLANTIC GULF & PACIFIC CO.	147
ATLANTIC STEEL COMPANY	102
Agency—Lowe & Stevens, Inc.	

- B -

BARRETT DIVISION—ALLIED CHEMICAL & DYE CORP.	7
Agency—McCann-Erickson, Inc.	
BATSON-COOK COMPANY	144
BELMONT IRON WORKS	141
BETHLEHEM STEEL COMPANY	14
Agency—Jones & Brakely, Inc.	
BITUMINOUS COAL INSTITUTE	19
Agency—Benton & Bowles, Inc.	
BLAIR, ALGERNON	144
BLUE BELL, INC.	114
BORDEN BRICK & TILE COMPANY	136
BOWERS CONSTRUCTION COMPANY INCORPORATED	137
BOX 1216	142
Agency—Diener & Dorskind, Inc.	
BRADY CONVEYORS CORP.	144
BRICK AND TILE SERVICE, INC.	108
Agency—Hege, Middleton & Neal	
BRISTOL STEEL & IRON WORKS, INC.	141
BROWN & COMPANY, INC., GEORGE C.	134
BROWN STEEL CONTRACTORS	143
BRYAN ROCK & SAND CO.	120
BUFFALO TANK CORPORATION	140
BURFORD, HALL & SMITH	140
BURLINGTON (N. C.) CHAMBER OF COMMERCE	103
BURLINGTON, (N. C.) CITY OF	103
BURLINGTON MILLS	22

- C -

CAROLINA BLOWER CO., INC.	116
CAROLINA CONTAINER COMPANY	134
CAROLINA POWER & LIGHT COMPANY	24
CAROLINA STEEL AND IRON CO.	118
CARR & J. E. GREINER CO.	144
CARTER FABRICS DIVISION—J. P. STEVENS & CO., INC.	33
Agency—Bradham & Co., Advertising	
CATTIE & BROS., INC., JOSEPH P.	137
CHAMPION PAPER AND FIBRE CO., THE	2
Agency—Campbell-Ewald Company	
CHARLOTTE (N. C.) CHAMBER OF COMMERCE, INC.	105
CHARLOTTE OBSERVER	27
Agency—Bennett-Evans Co.	
CHICAGO BRIDGE & IRON CO.	149
Agency—Russell T. Gray, Inc.	
CLINE CONSTRUCTION CO., F. D.	26
COLE MANUFACTURING COMPANY, R. D.	—
Agency—Burton E. Wyatt & Company	
COMMERCIAL ENVELOPE CO.	—
CONE MILLS CORPORATION	101
CONTINENTAL IRON & METAL CO.	143
CRAWFORD PRINT WORKS COMPANY	126
CRAWFORD SPRINKLER SUPPLY CO.	140

CROUT, SNYDER & CRANDELL	144
CRYSTAL ICE WORKS, INC.	142

- D -

DAVENPORT LOCOMOTIVE WORKS	46
Agency—Fred A. Hinrichsen	
DAVE STEEL CO.	128
Agency—Burnley Weaver, Advertising	
DAVIDSON PIPE CO., INC.	143
DAVIS & SON, G. M.	140
DAVISON PUBLISHING CO.	—
DAY AND ZIMMERMANN, INC.	144
DICKSON & COMPANY, R. S.	120
Agency—Hugh A. Deadwyler	
DIXIE MFG. CO.	—
Agency—Clinton D. Carr & Co., Inc.	
DREXEL FURNITURE COMPANY	25
DUKE POWER COMPANY	47
Agency—Ayer & Gillett, Inc.	
DURHAM (N. C.) INDUSTRIAL RELATIONS DEPARTMENT	107
Agency—Harvey-Massengale Co., Inc.	

- E -

EATON & BELL	142
ECUSTA PAPER CORPORATION	45
EDGCOMB STEEL COMPANY	119
EDWARDS & CO., H. C.	—
ELECTRIC EQUIPMENT CO.	143
Agency—Charles L. Rumrill Co.	
ELECTRIC SERVICE CO., INC.	143
Agency—S. C. Baer Co.	
EPPINGER & RUSSELL CO.	141
EQUITABLE SECURITIES CORPORATION	35
Agency—Robert G. Fields & Co.	
EUREKA LUMBER COMPANY	137
EXUM-CLINE CONSTRUCTION CO.	26

- F -

FAYETTEVILLE (N. C.) CHAMBER OF COMMERCE, INC.	109
FEILD, W. TERRY	144
FIRST-CITIZENS BANK & TRUST COMPANY	122
FISHER COMPANY, ADAM	142
Agency—Shaffer-Brennan-Margulis Advtg. Co.	
FLEXIBLE STEEL LACING CO.	147
Agency—Krecker & Meloun, Inc.	
FORD, SACON & DAVIS	144
Agency—Victor A. Smith	
FROELING & ROBERTSON, INC.	144

- G -

GANNETT-FLEMING-CORDDRY-CARPENTER, INC.	144
GASTONIA INDUSTRIAL DIVERSIFICATION COMMISSION	111
Agency—Ayer & Gillett, Inc.	
GENERAL COAL CO.	—
Agency—Altlin-Kynett Company	
GENTRY CONSTRUCTION CO., S. D.	26
GLAMORGAN PIPE & POUNDRY CO.	136
GOLDSBORO (N. C.) CHAMBER OF COMMERCE & MERCHANTS ASSOC., INC.	113
GRANNIS AND SLOAN INCORPORATED	137
GREAVES MACHINE TOOL CO.	—
Agency—Perry-Brown, Inc.	
GREENBERG, H. S.	142
GREENPOINT IRON AND PIPE CO., INC.	143
GREENSBORO (N. C.) CHAMBER OF COMMERCE	60
Agency—Henry J. Kaufman & Associates	
GREENSBORO DAILY NEWS	64, 65
Agency—Henry J. Kaufman & Associates	
GREENSBORO RECORD, THE	64, 65
Agency—Henry J. Kaufman & Associates	
GREENVILLE (N. C.) CHAMBER OF COMMERCE	115
GRIFFITH CO., DISCOB	144

- H -

H & P MACHINERY CO.	143
HARDAWAY CONTRACTING CO.	144
HARRINGTON & CORTELYOU	144
HEINEKEN, W. P.	143
HENDERSON (N. C.) CHAMBER OF COMMERCE	117

HENDERSONVILLE (N. C.) CHAMBER OF COMMERCE	119
HENDRICK MFG. CO.	—
Agency—G. M. Basford Company	
HERMAN-SIPE & COMPANY INCORPORATED	136
HIGH POINT, THOMASVILLE & DENTON RAILROAD COMPANY	129
HILL-CHASE STEEL CO. OF MD.	116
Agency—W. H. Watt Advertising Agency	
HOOPER COMPANY, INC., F. X.	143
HOOSIER ENGINEERING CO.	144
HUNTING, LARSEN & DUNNELLS	144
HUTTON & SOUBONNAIS CO.	112

- I -

INDUSTRIAL PROPERTIES CORP.	17
Agency—J. P. Dewey	
INGALLS INDUSTRIES	—
Agency—Liller, Neal & Battle	
INTERNATIONAL BUSINESS MACHINES	—
Agency—Ceel & Presbrey, Inc.	
INTERNATIONAL MIN. & CHEM. CORP.	—
Agency—C. Franklin Brown, Inc.	

- J -

JEFFERSON STANDARD LIFE INSURANCE COMPANY	128
Agency—Freitag Advertising Agency	
JEFFREY MFG. CO.	—
Agency—Byer & Bowman	

- K -

KERRIGAN IRON WORKS, INC.	—
Agency—C. P. Clark, Inc.	
KESTER MACHINERY COMPANY	136
KINNAR MFG. CO.	6
Agency—Wheeler, Kight & Gainey, Inc.	

- L -

LACEY, ATHERTON & DAVIS	144
LANCE, INC.	124
LAURINBURG AND SOUTHERN RAILROAD COMPANY	121
LAURINBURG MERCHANTS ASSOCIATION AND CHAMBER OF COMMERCE	121
LAURINBURG PLYWOOD CORPORATION	135
LAYNE & BOWLER, INC.	140
Agency—Raymond Powell	
LOVING & CO., T. A.	137

- M -

MAHON CO., R. C.	150
Agency—Anderson, Inc.	
MANHATTAN PERFORATED METAL CO.	141
MATERIAL SALES CO.	132
MCDONALD & STREET COMPANY	137
MERCADO CORPORATION	139
MISSISSIPPI AGRICULTURAL & INDUSTRIAL BOARD	44
Agency—Dixie Advertisers	
MISSISSIPPI VALLEY EQUIPMENT CO.	143
MOFFATT BEARINGS CO.	148
MUNDY & SONS, CHARLES	141

- N -

NASHVILLE BRIDGE COMPANY	18
NATIONAL SAFE-LINE CLAMP CO.	141
Agency—Miller Advertising Agency	
NEW BERN (N. C.), CITY OF	123
NEW HANOVER (N. C.) BOARD OF COUNTY COMMISSIONERS	125
NEWPORT NEWS SHIPBLO. & D. D. CO.	—
NORFOLK SOUTHERN RAILWAY COMPANY	23
NORTH CAROLINA CONCRETE MASONRY ASSOC.	135
NORTH CAROLINA GRANITE CORP.	118
Agency—Houck & Co.	
N. C. PRODUCTS CORP.	136
NORTH CAROLINA STATE DEPARTMENT OF CONSERVATION & DEVELOPMENT 20, 21, 31, 42	—
Agency—Bennett Advertising, Inc.	
NORTH CAROLINA STATE PORTS AUTHORITY	28
NORWOOD BRICK COMPANY	129

(Continued on page 148)

DREDGING

FILLING,
LAND RECLAMATION,
CANALS,
PORT WORKS

RIVER AND HARBOR IMPROVEMENTS
DEEP WATERWAYS & SHIP CHANNELS

We are especially equipped to execute all kinds of dredging, reclamation and port works in Southern waters.

Correspondence invited from corporate and private interests everywhere.

Contractors to the Federal Government

ATLANTIC GULF AND PACIFIC CO.

15 PARK ROW, NEW YORK 7, N. Y.

CITIZENS STATE BANK BLDG. HOUSTON 2, TEXAS



TO GET THE TRUE FINANCIAL PICTURE

*O*riginal cost is past tense
— Replacement cost is present tense. A "Replacement Reserve" established and maintained by appraisal provides control on both bases.

The **AMERICAN APPRAISAL**

Company

Over Fifty Years of Service

OFFICES IN PRINCIPAL CITIES

CREOSOTED

Poles, Lumber, Cross Arms,
Cross Ties

Also Wolmanized Lumber

Decay and Termites Proof—Can Be Painted

Boats for Ocean Vessels

Marshall, Savannah, New York

Branches at New Orleans, Wheeling, La.; Louisville, Ky.;
Birmingham, Ala.; Jackson, Tenn.; and Memphis, Tenn.

FLEXCO

**BELT FASTENERS
and RIP PLATES**



**FOR HEAVY
CONVEYOR
AND
ELEVATOR
BELTS OF
ANY WIDTH**

★ FLEXCO Fasteners make tight butt joints of great strength and durability.

★ Trough naturally, operate smoothly through take-up pulleys.

★ Distribute pull or tension uniformly.

★ Made of Steel, "Monel," "Everdur." Also "Promal" top plates.

★ FLEXCO Rip Plates are for bridging soft spots and FLEXCO Fasteners for patching or joining clean straight rips.

Order from Your Supply House. Ask for Bulletin F-100

FLEXIBLE STEEL LACING CO.

4490 Lexington St., Chicago 44, Ill.



Compression Grip distributes strain over whole plate area

INDEX TO ADVERTISERS

(Continued from page 146)

— O —		SANDLASS, WIEMAN & ASSOCIATES		144	UNION TRUST COMPANY OF MARYLAND ..		—	
O'BRIEN MACHINERY CO.		143	SAUERBEIN CEMENTS COMPANY		142	UNITED GAS PIPE LINE COMPANY		—
OCCIDENTAL LIFE INSURANCE COMPANY ..		135	SAZE, WILLIAM & ROBERTSON		—	Agency—Bozell & Jacobs, Inc.		—
Agency—Piedmont Advertising Agency, Inc.		—	SEABOARD AIRLINE RAILROAD COMPANY ..		—	U. S. PIPE & FOUNDRY COMPANY		—
OLES ENVELOPE CO.		—	Agency—The Caples Co.		119	Agency—Ailey & Richards Co.		16
O'NEAL STEEL WORKS		—	SECURITY NATIONAL BANK		138	U. S. STEEL CORP. SUBSIDIARIES		5, 8, 14
Agency—Barnett & Barnett		—	SHIMER & SONS, INC., SAMUEL J.		138	Agency—Batten, Barton, Durstine & Osborn		—
— P —			SLAYSMAN COMPANY		138	— V —		
PATENT SCAFFOLDING CO.		—	Agency—Frank D. Webb		144	VALDESE MANUFACTURING COMPANY, INC.		134
Agency—Glenn Jordan-Stoetzel		—	SHANE CORP., FREDERICK		135	VINEY & SONS, NYMAN		112
PIEDMONT AIRLINES		3	SHOW LUMBER COMPANY, INC.		135	VIRGINIA BRIDGE COMPANY		14
Agency—Hugh A. Deadwyler		110	SOUTHEASTERN CONSTRUCTION CO.		137	VIRGINIA ENGINEERING CO., INC.		144
PILOT LIFE INSURANCE CO.		110	SOUTHERN AIRWAYS		—	— W —		
Agency—Walter J. Klein Co.		134	Agency—Hugh A. Deadwyler		106	WADESBORO (N. C.) CHAMBER OF COM-		—
PINE HALL BRICK AND PIPE CO.		134	SOUTHERN COMPANY		137	MERCE		129
Agency—Long Advertising		124	SOUTHERN LEAD BURNING CO.		138	WAGNER CO., ARTHUR		143
POMONA TERRA-COTTA CO.		142	SOUTHERN NATURAL GAS COMPANY		138	WATSON & HART		144
P. O. BOX 212, MONTGOMERY, ALA.		142	SOUTHERN RAILWAY SYSTEM		15	WAVEBLY MILLS, INC.		119
— Q —			Agency—Cunningham & Walsh, Inc.		112	WESTBROOK ELEVATOR MFG. CO.		38
QUINN WIRE & IRON WORKS		138	STANDARD STEEL SPRING CO.		143	WHITMAN, BROADBENT & ASSOCIATES		144
— R —			STANHOPE, INC., E. C.		143	WIDEMAN & SINGLETON		144
REPUBLIC STEEL CORPORATION		4	STATSMAN PRESS, THE		134	WILEY & WILSON		144
Agency—Meldrum & Fewsmith, Inc.		142, 143	Agency—Courtland D. Ferguson, Inc.		134	WILMINGTON (N. C.) BUREAU OF RATES & INDUSTRY		131
RESALE DEPARTMENT		142, 143	STATESVILLE BRICK COMPANY		135	WILMINGTON SAVINGS AND TRUST COM-		130
REYNOLDS TOBACCO COMPANY, R. J.		29	STATESVILLE CHAIR CO.		33	PANY, THE		130
Agency—William Eady Company, Inc.		43, 144	STEVENS & CO., INC., J. P.—Carter Fabrics Division		134	WILMINGTON SHIPPING COMPANY		130
ROBERT & COMPANY ASSOCIATES		43, 144	Agency—Bradham & Co. Advertising		140	WILMINGTON TERMINAL WAREHOUSE CO.		130
RUBEROID COMPANY		—	STONE & WEBSTER ENGINEERING CORP.		134	WINSTON-SALEM (N. C.) CHAMBER OF COMMERCE		133
Agency—Fuller & Smith & Ross		145	Agency—Harold Cabot & Company		134	WINSTON-SALEM TWIN CITY JOURNAL AND SENTINEL		132
RYENSON & SON, INC., J. T.		145	SUPERIOR STONE COMPANY		140	Agency—Bennett Advertising, Inc.		139
Agency—Aubrey, Moore & Wallace		—	SYDNEY PUMP & WELL CO., INC.		140	WISCONSIN MOTOR CORPORATION		139
— S —			— T —			Agency—Paulson-Gerlach & Associates		—
SALISBURY (N. C.) CHAMBER OF COM-		—	TENNESSEE COAL, IRON & RAILROAD CO.		8	— Y —		
MERCE, INC.		126, 127	Agency—Batten, Barton, Durstine & Osborn		38	YOUNGSTOWN SHEET AND TUBE CO.		13
SANDERSON & PORTER		144	THOMASON PLYWOOD CORPORATION		26	Agency—Griswold-Ehleman Co.		—
— U —			Agency—Bennett-Evans & Co.		26	— Z —		
UNDERPINNING & FOUNDATION CO.		141	THOMPSON-ARTHUR CONSTRUCTION CO.		26	ZEIGLER-CLINE CONSTRUCTION CO.		26
— V —			TOPLIGHT TAPE CO.		—			
			Agency—Yorktowne Advertising Agency		26			
			TOWLES-CLINE CONSTRUCTION CO.		26			

A COMPLETE Anti-Friction BEARING SERVICE

SERVING INDUSTRY IN NORTH CAROLINA

From Stock — 304 W. Morehead St., Charlotte.
 PHONE—3-0289 BELL TELETYPE—CE-260

Thousands of sizes, hundreds of types; in fact, a BALL or ROLLER Bearing for every purpose. Also, specially trained Engineers to assist with your Bearing problems.

MOFFATT BEARINGS COMPANY

PHILADELPHIA BALTIMORE RICHMOND CHARLOTTE ATLANTA BIRMINGHAM

A Moffatt Man is as Close as Your Telephone

better water service



Above: 100,000-gal. Horton ellipsoidal-bottom tank at Jamestown, North Carolina. All municipal installations like this are built in accordance with AWWA specifications.

for any Community . . . LARGE or Small

There's only one essential difference between Horton elevated water tanks in small towns and their big-city neighbors—the tanks in the big cities usually have a greater storage capacity. Three basic advantages, common to both large and small Horton elevated tanks, are available to the largest metropolis or the smallest village alike. These advantages are the maintenance of a more uniform water pressure throughout the distribution system, a reduction in pumping costs and a gravity supply to meet peak loads.

The Horton elevated tank shown at the left is an example of the way in which these attractive structures are used by smaller communities. Installed at Jamestown, North Carolina, this 100,000 gallon tank provides the principal water reserve for a town of 1,000 people. The only other storage facilities in the system is a 15,000-gallon reservoir. Jamestown is thus assured of the same desirable advantages of uniform gravity pressure and reserve capacity that are provided to bigger communities by larger elevated tanks.

Horton ellipsoidal-bottom tanks like the one shown at the left are built in standard capacities from 15,000 to 500,000 gallons. Larger communities frequently use Horton radial-cone bottom elevated tanks which are built in standard capacities from 500,000 to 3,000,000 gallons. Why not discuss your elevated water storage problem with us? There's no obligation. Write our nearest office for information or quotations.

CHICAGO BRIDGE & IRON COMPANY

Atlanta 3 2145 Neeley Bldg.
Birmingham 1 1530 North Fifth St.
Boston 10 1020—201 Devonshire St.
Chicago 4 2106 McCormick Bldg.
Cleveland 15 2216 Guildhall Bldg.

Detroit 26 1510 Lafayette Bldg.
Havana 402 Abreu Bldg.
Houston 2 2114 National Standard Bldg.
Los Angeles 17 1517 General Petroleum Bldg.
New York 6 3313—165 Broadway Bldg.

Philadelphia 3 1619—1700 Walnut Street Bldg.
Salt Lake City 4 520 West 17th South St.
San Francisco 4 1540—200 Bush St.
Seattle 1 1320 Henry Bldg.
Tulsa 3 1611 Hunt Bldg.

Plants in BIRMINGHAM, CHICAGO, SALT LAKE CITY, and GREENVILLE, PA.

Rolling Steel DOORS

Manually, Mechanically, or Power Operated

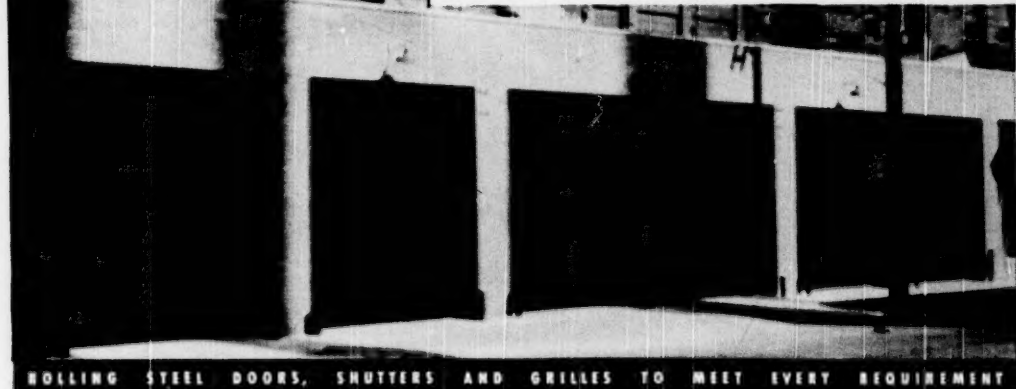
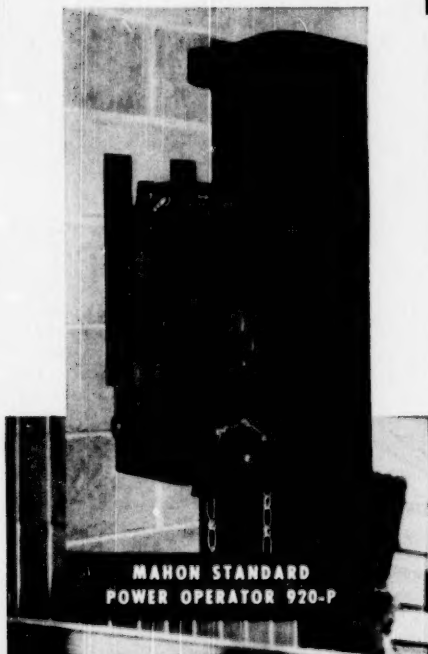
No other type of door can come close to matching the advantages of a good rolling steel door. For virtually any opening in industrial or commercial buildings, the quick-opening, quick-closing, vertically acting rolling steel door offers more desirable features than any other type. Open or closed, it occupies no usable space inside or outside the building — it rolls up clear of the opening safe from damage . . . its all metal construction assures permanence and a lifetime of trouble-free service, and, most important, it provides maximum protection against intrusion and fire. When you select Mahon Rolling Doors, you can depend on getting the latest developments in doors of this type . . . more compact and more practical operating devices, curtain slats of Aluminum, Stainless Steel, or Galvanized Steel scientifically cleaned, phosphated, and coated with high temperature oven baked rust inhibiting enamel prior to roll-forming. These, and many other built-in features that characterize Mahon Rolling Steel Doors, merit your consideration. See Sweet's Files, or write for Catalog G-50.

THE R. C. MAHON COMPANY

Detroit 34, Michigan • Western Sales Division, Chicago 4, Illinois

Representatives in all Principal Cities

Manufacturers of Rolling Steel Doors, Grilles, and Automatic Closing Underwriters' Labeled Rolling Steel Doors and Fire Shutters; Insulated Metal Walls, Steel Deck for Roofs, Partitions, Acoustical Ceilings, and Permanent Concrete Floor Forms.



Six Mahon Power Operated Rolling Steel Doors installed in truck openings in The Timken Detroit Axle Company's Plant, Detroit, Michigan.

MAHON